

MOTOR TREN

The Car Owners Magazine

Detroit Embraces
Customizing

LINCOLN'S X-500—
In Production Soon?

MAY 1953 25c

posing the
FINANCE
ACKET!

Road Tests
FORD V8
CADILLAC
PONTIAC 8

Do COPS
ve Tickets?

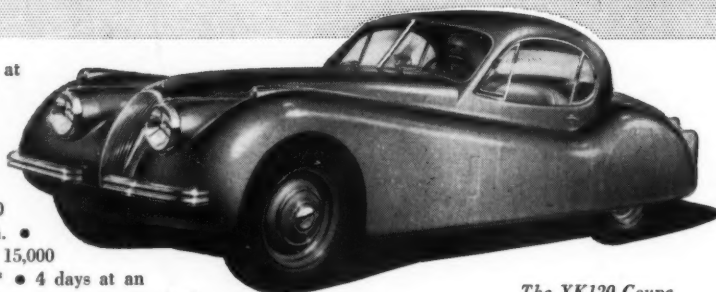
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Covering a total of 16,852 miles at 100.31 m.p.h. at Montlhery, the Jaguar XK120 coupe, driven by Mr. Leslie Johnson, Mr. Stirling Moss, Mr. J. E. G. Fairman and Mr. H. L. Hadley, broke 4 World Records and 5 International Class 'C' Records. During 7 days and nights the following records were established • 10,000 kilometres at an average speed of 107.31 m.p.h. • 3 days at an average speed of 105.55 m.p.h.* • 15,000 kilometres at an average speed of 101.95 m.p.h.* • 4 days at an average speed of 101.17 m.p.h.* • 10,000 miles at an average speed of 100.66 m.p.h.* • (*World Records.)



The XK120 Coupe

THE FIRST CAR EVER TO WIN AN ALPINE GOLD CUP



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New York 22, and at Esquire Building, So. Water Street, Chicago.

JAGUAR

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WATER INJECTION—Secret of New Power

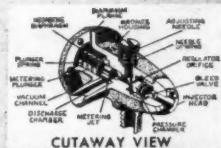
The Korean War has held back the "Miracle Fuels" Detroit was counting on. The super gasolines are still in the laboratories, and no car can give its best on the fuel now available. Under ideal conditions even poor gas will ignite evenly, giving a fairly smooth flow of power... but, under loads such as passing, pickup, or fast road speeds, extra heat upsets the combustion process. Instead of burning evenly, the charge "explodes," causing detonation and power loss. Premium fuels contain additives to slow down the burning, reduce detonation, but as greater power is needed, a better control of combustion must be found. Engineers say to cool the charge inside the cylinder with water, or water and low-cost wood alcohol. With "inner cooling," your engine produces more horsepower, faster pickup, better gas mileage.



NOT THIS— BUT THIS

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MAY 1953

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VOL. 5 • NO. 5

MOTOR TREND



THE CAR OWNERS MAGAZINE

FEATURES:

- EXPOSING THE CAR FINANCE RACKET**.....Robert J. Gottlieb — 21
Our policy has always been to keep our readers informed about schemes to remove money from the car owner's pocket. Here is a scheme that is just within the limit of the law
- '53 FORDS FEATURE A BETTER RIDE**.....Jim Potter and Walt Woron — 23
An improved suspension system gives the 30th Anniversary Fords better handling and better roadability characteristics
- DAYTONA BEACH SPEED WEEK**.....— 26
This colorful annual event begins a series of spectacular attempts at speed on tracks and strips all over the country
- THE PONTIAC EIGHT**.....Pete Molson and Walt Woron — 28
An all-around car with many features of more expensive makes, the Pontiac remains a satisfactory though unspectacular choice in the price field just above the lowest
- WHY DO COPS GIVE TICKETS?**.....Ernest J. Antrobus — 31
How do you feel about the man who writes out that ticket? Here is a revealing account of the protectors of our life and limb on our increasingly crowded streets and highways
- CADILLAC—AMERICA'S FAVORITE LUXURY CAR**.....Walt Woron and Pete Molson — 32
Luxury, performance, even economy—the Cadillac has them—but above all, it is the car with prestige
- MEXICO AND THE MOTOR AGE**.....Don Pope — 35
The machine-age banquet is going full blast, and the people below the border are finding themselves with noses against the window... yearning to drive and to tinker, much as the younger generation in the U.S.
- HEADS OR TAILS?**.....— 38
Some customizers, with time and money to spend, remodel an entire car. Most of us lavish more tender care on one end or the other
- LINCOLN'S LUXURY EXPERIMENTAL MODEL—THE XL-500**.....— 40
- DETROIT EMBRACES CUSTOMIZING**.....Harry Cushing — 42
Once a bull-nosed Ford could attract attention in the Motor City. Now it takes a fairly radical job to raise Detroit's eyebrows
- GONE CUSTOMS**.....Pete Molson — 45
They come in all shapes and sizes, plump and slim, long and short. By and large, they get smoother and more unified in design
- 1934 DUESENBERG SJ PHAETON**.....Robert Bastress — 48
- CLASSIC COMMENTS—HOW TO RESTORE A CLASSIC**.....Robert J. Gottlieb — 52
Our readers have asked for it, so here it is... the complete step-by-step procedure for restoring your classic
- EUROPEAN NEWSLETTER**.....Gunther Molter — 56
Fiat introduces its new 1100; America gets its most attractive British sports car to date
- ACCESSORY TRIAL—SHIFTOMATIC**.....Bob Hoepfner — 72
Here is a new item for '49, '50 and '51 Fords
- ACCESSORY TRIAL—LIFE-TIME BATTERY**.....Bob Hoepfner — 79
A comparison test shows that this new battery out-performs two others which come as stock equipment with certain 1953 cars
- ACCESSORY TRIAL—OCTA-GANE**.....Bob Hoepfner — 80

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BRIEFS . . . by the editors

MAYBE THIS WILL BEGIN A TREND! With Chrysler's announcement that prices on their products are reduced by an average of \$100 each, this in an indication that Chrysler wants to increase sales and hold onto third spot with its Plymouth. If this price reduction does affect sales, you can look for other manufacturers to follow suit.

THE EVER-PROGRESSIVE Jaguar organization, which just last month announced its automatic transmission, will shortly announce two new models, one of which is an XK-120 convertible. It is rumored that the standard XK-120 roadster will be dropped and in its place there will be the XK-120M, a deluxe version roadster. This will leave the Mark VII sedan and the XK-120C competition car.

A NEW COMBINE in the automotive industry has just been announced. Kaiser-Frazer and Willys have merged for the reported purpose of absorbing \$30,000,000 (a tax-wise credit) from losses sustained by K-F. The new company, to be known as Willys Motors Corporation, will become fourth largest automotive manufacturing company in the U.S. Edgar Kaiser declared purchase would not affect operation of either Willys or Kaiser-Frazer, and products of each will be handled by its present distributive organization.

JUST AS WE WERE GOING to press last month, we received news of the new Plymouth transmission, the Hy-Drive. We described it as being a combination of conventional three-speed gear box with a torque converter. But since we had not driven the car we pointed out what appeared to be a couple of disadvantages. In the meantime we have had the opportunity to drive the car. A few points about this transmission are brought out in "Spotlight on Detroit" (see page 10).

TO THOSE OF YOU who are entering the MOTOR TREND Automotive and Industrial Design Contest, please send your application form in with your entry. Do not send them separately. High school students who will not graduate this spring may now participate in the contest. It has been announced that a separate section has been set up so that high school students not graduating may submit an entry for a \$25 Defense Bond award. Remember the contest deadline: May 31, 1953.

SEVERAL MAJOR AUTOMOBILE manufacturers will participate in the Michigan Motor Show, to be held at the Michigan State Fair Grounds in Detroit June 2-7, with separate exhibits. Sponsored by the St. Clair Shores Lions Club for charity, it is being produced by the Michigan Motor Show, Inc., 3107 Book Bldg., Detroit, Mich., Woodward 38660. Harry Cushing and Ray Bowles, Detroit representatives, are a part of team that put on annual Motorama show in Los Angeles each year.

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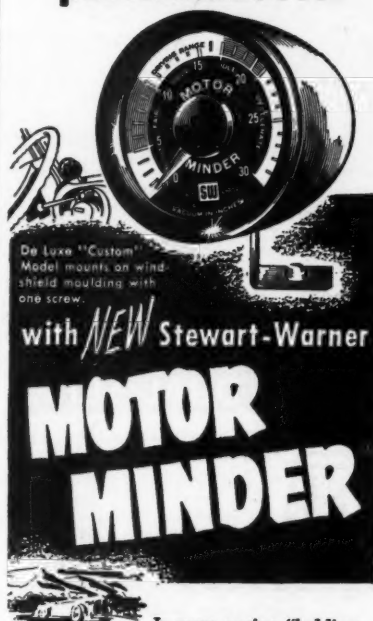
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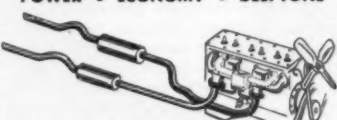


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Letters

ACTUAL FIGURES VS. GRAPHS

Gentlemen:

Sorry to see you change from actual figures to charts and graphs to indicate acceleration tests on new cars. For the average reader I think the actual figures in seconds are preferred.

D. P. Altenburg
Egbertsville, N.Y.

Several readers have requested both, so both it is (see this month's road test reports on the Ford, page 23; Pontiac, page 28; and Cadillac, page 32).—Editor

\$40 STYLING ACCESSORIES

Gentlemen:

I'm enclosing a picture of my '51 Ford. Basically, it's a stock tudor, but for about \$40 worth of styling accessories, I think I've come out with a pretty good looking result. The grille bar was \$20, skirts \$20



painted, and I swapped the stock grille bar for nosing and partially decking. Lowering blocks were a few dollars more... Restyling is without a doubt a matter of taste, but as far as I'm concerned, I'm very happy with my Ford's appearance...

Harvey Zaid
Chanute AFB, Ill.

Next month MOTOR TREND will feature several pages on dress-up items for your car, accessories which can be purchased and, for the most part, be installed easily.—Editor

DEALER SERVICE

Gentlemen:

I have read and enjoyed your reviews and tests of domestic automobiles but I believe that you have overlooked one of the most important phases of car ownership—dealer service.

In late 1952 I purchased a new car from a local dealer. I believe that the service I

received was as bad as could have been possibly rendered without deliberate malfeasance. Upon writing to the manufacturer, I was brushed off with a referral back to the same dealer. This, to me, makes any such car with this type of dealer service a poor buy.

R. C. Logan
Los Gatos, California

We're curious. How about other readers—have you had good service or bad? Now will you look at page 82 (bottom)?—Editor

ZEBRA TOP

Gentlemen:

I know you appreciate getting pictures of unusual work done on cars, and being a subscriber of your magazine I thought I would add my bit.

This is a snapshot of the ivory stripes we put on our '49 Olds. The original finish is a dark green metallic. With the addition of the stripes we get many comments, as you can imagine. It has been called a watermelon, potato bug and zebra. Oh, well! It takes a



sense of humor to go with it, but most people like it.

The entire top was taped off in 3/4 and then 1/4 inch masking tape. Then the 1/4 inch tape was pulled off and the ivory sprayed on.

It is an unusual effect from the rear and motorists will, at times, follow me for a considerable distance.

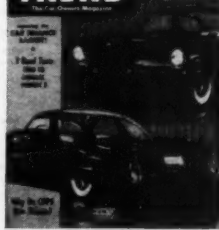
Louis L. Kert
Wellington, Ohio

(Continued on page 8)

This Month's Cover

The parade of Detroit experimental cars continues, as evidenced by Lincoln's XL-500. For additional pictures and description of this spectacular car, see page 40.

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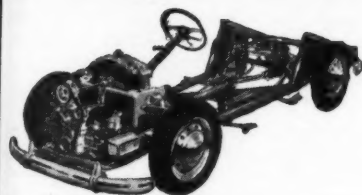
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1st—Bremgarten Sports Car Race; 1st Rheineck/Walzenhausen Hill Climb; 1st—Le Mans 24 Hour Grand Prix *

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May 1953

Seven





LOS ANGELES DISC JOCKEY AND T.V. PERSONALITY ALEX COOPER DEMONSTRATES THE NEWEST AUTO ACCESSORY ON HIS JAGUAR, CHIP GARDS

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Why not send for your **COMPLETE** Auto Safety Kit? Set of Chip Gards and Nite-Glo Safety Reflector: only \$2.00.

Eight

(Continued from page 6)

ABOUT OUR AUTOMOTIVE DESIGN CONTEST Gentlemen:

Like many others, I read your magazine from bumper to taillight. Just having finished your article on that industrial and automotive design contest, I decided to write and ask you for a very big favor. I am sure that there are lots of other fellows, all over the country that are asking for the same thing.

Would it be possible to give us high school students a chance at your contest? Let us compete while we are still in school so that we can go directly to the Art Center to take advantage of our scholarship.

I am sixteen years old now and plan to be an industrial designer, but, like many others, I haven't the finances to see a college education through. This contest is just what I have been hoping for, but if I have to wait until after I graduate to enter it and then have to wait some more until I find out if I won or not, it will not be much help . . .

Murray Milne
Detroit, Michigan

Gentlemen:

I read with interest your article entitled, "Do You Want To Be An Automotive Designer?" in the current issue of MOTOR TREND. My hopes were at their heights when I ran across the phrase, "You do have to be a high school graduate." I then realized the sorry-wrong-number sensation, as this is my third year in high school.

Bill Hine
Braman, Oklahoma

We've created a special section of our Automotive and Industrial Design Contest for students still in high school. They are eligible for a \$25 Defense Bond award.—Editor

HE HAS A PROBLEM

Gentlemen:

Read Marshall Teague's article (March MT) and noticed the ending, especially, about safety straps.

Now putting in seat straps is a fine idea but what about my kids? I have four. They would never hold still for seat straps, I don't think. What can I do?

I could strap them in but how can I get them out in the event of a fire or going into water? That is quite possible too and I would have to untie each one and I would probably be in no shape, physically, and no doubt all rattled mentally.

The question then seems to be how to comfortably protect them from coming forward because of a sudden stop and still be able to extract them rapidly, should the occasion arise.

I have thought of padding the back of the front seat and the top in the event of a roll-over but there again—what happens when you apply your brakes hard? The front goes down, the rear seat up, and the kids sail right over the front seat and into the dash or windshield. All my padding would be wasted.

I have thought of two lengths of pipe hinged on the sides such as in a ferris wheel; but the locks would never hold in the event of any severe pressure. I have

thought quite a bit of a little moveable table but it would be difficult to get out of the way when I have grown passengers getting in or out of the car. The kids could use the table to play or fight on.

Maybe you have the answer.

William W. Scott
Daly City, California

Anyone have any answers on this one?
—Editor

CLASSIC CONVERTIBLE

Gentlemen:

I am a regular reader of MOTOR TREND, note your recent request for pictures of



classics. I believe my 1932 Light-Eight Packard will qualify. It is a convertible and a rumble seat job.

The grille on the Light-Eight is different from other Packards. The car is about perfect in condition. I have other cars, including a 1930 six-wire wheel Lincoln like new.

LeRoy Healey
Tyndall, S. Dakota

How about sending us a picture of your Lincoln, too.—Editor

ANOTHER WINNER!

Gentlemen:

The answer to question in Puzzle Dept., Hudson was the manufacturer. It was a sedan built in 1932 for the Japanese Imperial Army. I have a photograph of this car.

V. B. Smith
Evansville, Ind.

Congratulations on winning a year's free subscription to MT. Although we originally announced that there would only be one winner to the question, "Can you name the Detroit manufacturer (still in business today) which built an eight-wheeled passenger vehicle?" we are happy to give this last subscription to our puzzle.—Editor

RARE PAINT JOBS

Gentlemen:

I saw the article about the unusual paint job in the March issue of MOTOR TREND, so I thought I'd send you a photo of the "cus-



tom" paint job I did on my 1948 Packard. The background is cream medium with black stripes. Everyone thinks it's unusual.

Fabian E. Crout
USNTEC, San Diego, Calif.

Gentlemen:

The rare paint job photos are inspirational. Will send a photo of mine when finished.
Darrell M. Richards
Evanston, Ill.

Please do! Others, follow suit.—Editor

Motor Trend May

SELF-CHARGING NEUTRONIC PLATE

LIFE-TIME

Battery Actually Lasts the LIFE OF YOUR CAR!

CORROSION-RESISTANT
TERMINALS INSURE
PERMANENT CLEAN CONTACT



DOUBLE-REINFORCED
CATALYTE CASE INSULATES
AGAINST CHARGE "LEAKAGE"

PERMANENT NEUTRONIC
PLATES RE-CHARGE
AUTOMATICALLY

FIBERGLASS INSULATION
PERMITS FREE CIRCULATION
OF ELECTROLYTE;
CAN'T DETERIORATE

ULTRA-THIN EVERLASTING
SEPARATORS ALLOW
BIGGER PLATES

PHOTOS REVEAL WHAT
HAPPENS INSIDE BATTERY



Grids of ordinary battery
after one year of service.



Grids of Lifetime Battery
after 5 years of service.



ADD WATER ONCE A YEAR; AMAZING CAP RE-DISTILLS BATTERY WATER AS YOU DRIVE—Water evaporating from battery re-condenses in chamber inside cap, drops back into battery actually re-distilled. Hole in top of cap allows gas to escape. This helps cool the Lifetime Battery, lengthens battery life (a large percentage of failures in ordinary batteries is due to overheating).

Why do batteries cost so much and wear out so soon? **EVERY YEAR**, about 47% of all car owners have to pay \$16-\$28 for a new battery. **Why? Can't Batteries be improved?**

HERE ARE THE FACTS: technically, there never has been any reason why a battery could not be built that would last 5 or 6 times as long as conventional batteries. In fact, such batteries have been built for years but have not been available to the American public because of foreign patent rights.

AT LAST—basic German patents plus American production know-how have been combined to produce this Lifetime Battery at the cost of an ordinary battery!

Charges and Re-Charges Automatically—Under exacting laboratory tests, batteries were deliberately discharged more than 400 times, and each time they automatically "bounced back" to life within minutes. Virtually impossible to run down! Test batteries are still in operation after 10 years . . . no one knows how many additional years they may last.

Secret Alloy Plates Defy Decomposition—Unlike ordinary zinc and lead battery plates which crumble, fall to the bottom of the case and eventually "short out," the amazing Neutronic plates developed for the Lifetime battery are a special alloy of high molecular stability.

High Amperage—Engineered for Sub-Arctic Use—With more than 15 amperes higher power than any other car battery, the Lifetime battery gives an added boost needed for quick starts in coldest climates. Can't freeze even at sub-zero temperatures. Far more power than needed for starter, electric top and windows, lights, radio, heater, horns, wipers, electric fuel pumps, transmission, etc.

Full 6-Year Guarantee Saves You Up to \$90—The average battery lasts 1.4 years at an average cost of \$19.55, or \$85.51 for a 6-year period. Why keep throwing this money away? The new Lifetime battery can easily be transferred to your new car when you trade in.

ORDER BY MAIL

we pay shipping

If your dealer can't supply you with the Lifetime Battery, send us your name and address, plus make, model and year of car and we will ship battery at once.

ONLY

\$24.95 POSTPAID

(cash, check, money order), or enclose \$5.00 deposit, pay balance plus shipping charges C.O.D.

One price for all cars, only \$24.95 postpaid (\$28.95 for 12 volt)

FREE INSTALLATION!

We pay cost anywhere.

DEALER INQUIRIES INVITED

CONSOLIDATED ENGINEERS

Dept. BT-5, 10411 W. Washington Blvd., Culver City, Calif.

6-Year Guarantee

Backed by \$75,000 Insurance

No other battery produced today—or probably for many years to come—dares to make this guarantee. Every Lifetime Battery must pass rigid tests for peak power, endurance and automatic re-charging before it even leaves the factory. Guaranteed to give 100% satisfactory service for 6 years. (Special guarantees available for commercial, industrial and farm use!)

Consolidated Engineers, Dept. BT-5
10411 W. Washington Blvd., Culver City, Calif.

Please ship LIFETIME Battery at once:

☐ 6-volt (\$24.95) ☐ 12-volt (\$28.95)

for _____
(make model, year of car)

☐ I enclose cash, check, or money order; you pay shipping costs.
☐ I enclose \$5 deposit; will pay balance & shipping costs COD.

Name _____

Address _____

City _____ Zone _____ State _____

Spotlight on Detroit as we go to press

HARRY CUSHING - DETROIT EDITOR - REPORTS

DETROIT, MICHIGAN—Look closely at the two color photographs of the Lincoln XL-500 which are reproduced on MOTOR TREND'S cover this month. (the name was changed after our cover went to press). Some of the more outstanding design features are expected to highlight the company's 1954 models.

According to the latest plans, reportedly being finalized at the factory, a new body is hurriedly going into the works. It will feature, among many changes, the front grille and rear fender treatment of the experimental car.

Orchids are due Chrysler for being the first automobile company to put the brakes on the so-called "horsepower race." Earlier this year they had planned to announce a 220 bhp engine, but after evaluating all factors involved, a decision has been reached to keep present powerplants at the 180 bhp level. With an engine that already gives the average motorist everything he will ever need and can possibly use, the move ranks as shrewd automotive statesmanship.

The Detroit sports car pot continues to boil over with news and rumors. Chevrolet formally announces that 300 Corvettes will be built in 1953 with considerably more scheduled for next year. Production will start in June which beats KF's plans by one month and allows the GM division to claim a scoop. These first cars will be made of Fiberglas, but steel probably will be used in 1954. With an estimated 7000 orders on hand for the car to date, this year's output will not go too far towards satisfying demand.

There is more happening behind Chevy's door than is being announced, however. On the drawing boards for 1954 are two new Corvette models. One is a hardtop and the other is a convertible; both are four-seaters. The new models will be lengthened 20 inches in the frame so they will handle more traditionally with the extra passengers. Like the sports car roadster, production will be limited and the bodies will be made of steel. Frankly, these cars appear to be GM's answer to Jaguar's invasion of the American market.



Here is Plymouth's XX-500, a custom-built six-passenger car designed by Plymouth engineers for styling research purposes. No production schedules have been announced

A real hot rumor circulating around auto circles goes to the effect that a top GM executive is trying to persuade the corporation to sponsor four Corvettes in next year's Le Mans race. If it comes to pass, these cars will surprise a great many enthusiasts!

Other GM divisions are not likely to stand idly by and watch Chevy capture all the public plaudits for sports car courage. Both Buick and Oldsmobile may be expected to break out in limited production of the Wildfire and Starfire. In time these models probably will supersede the more conventional Skylark and Fiesta, since there are indications that buyers prefer an all-out sports-type car.

Plans by Ford to offer the Comete in this country as a sports model have been abandoned, according to the latest information. Tests reveal that installation of an American-built engine is not satisfactory due to extremely poor weight distribution with such a set-up. The European-built engine is far too under-powered for the domestic market.

Negotiations are said to be underway in Toledo, Ohio between Willys and an English firm for distribution of a new foreign sports car in the United States. The Triumph sports car, introduced at the London auto show last fall, is the model in question. It uses the Standard engine which develops more than 80 bhp, and over 100 mph.

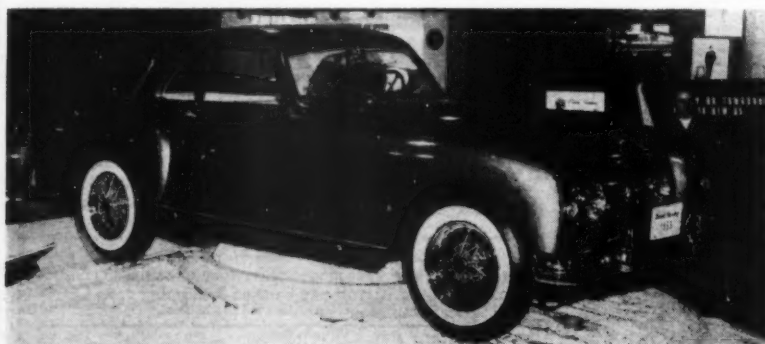
Even though it may not be officially labeled a sports car, Studebaker is believed to have a model ready for this new market. It will be a roadster on a 100-inch chassis, achieved by chopping 20 inches out of the Land Cruiser series. To give the car top performance, the new overhead cam head may be offered as optional equipment, the latest rumblings from reliable sources indicate.

While Hudson vigorously denies the fact, the rumor persists that they currently have three Fiberglas sports cars under study. They were built by Kurtis on the Vukovich Indianapolis chassis, according to reports.

Nash announces a hardtop addition to its sports car series. Like the open two-seater and the regular family passenger cars, it was styled by Pinin Farina. Power is provided by the Dual Jetfire Ambassador engine, a six-cylinder, ohv mill developing 140 bhp @ 4000 rpm. Bore and stroke is 3½ x 4¾ inches, it displaces 252.6 cubic inches, and has an 8:1 compression ratio. Wheelbase of the new car is 108 inches, height is 55 inches and weight is 2970 pounds. Selling price will be over \$6300.

Two other companies also are unveiling new cars, one an experimental model and the other a production job. Although absolutely no specs have been released, Plymouth is showing a four-door sedan developed two or three years ago for

(Continued on page 14)

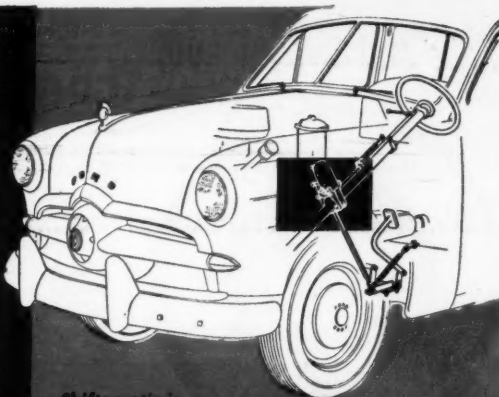


Just announced is this new 1953 Nash-Healey Le Mans hardtop sports car, styled by Farina. Production will be limited. Car is powered by 140 bhp Nash Ambassador engine

Automatic Shift for any '49, '50 or '51 Ford

Now only \$59⁵⁰

COMPLETE—INCLUDING INSTALLATION



Shiftomatic is
Entirely Concealed;
Doesn't Interfere With Leg Room.

So simple that even the average woman can master it in a few minutes! From the very first day, you'll wonder how you ever got along without Shiftomatic. Takes all the work out of driving; combines convenience of automatic drive with the feeling of perfect control and the swift acceleration of manual shifting.

Guarantee: Not a gadget or a complicated piece of machinery, patented Shiftomatic is the result of 15 months of engineering research plus over 200,000 miles of road testing. Every Shiftomatic unit must pass rigid testing standards at the factory for materials, workmanship and performance.

Shiftomatic

Emblem Years at No Extra Cost! Heavily Chrome plated, this emblem is an attractive accessory for any Ford.

NOTE: Shiftomatic is available for '49, '50 and '51 Fords only!



SHIFTOMATIC, Dept. SM-5
3447 East 15th Street, Los Angeles 23, Calif.

Please send Shiftomatic for my Ford:

Year (must be '49, '50, or '51) Model (sedan, convertible, etc.)

- ☐ I enclose \$59.50 payment in full; you pay shipping.
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- ☐ I enclose \$10 down payment; will pay balance (including carrying charges) at \$10 a month.

Credit Card Number _____ Name of Oil Company _____

Name _____

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AT LAST... a simple, compact, rugged unit that converts any '49, '50 or '51 Ford to a completely new kind of automatic shift at less than $\frac{1}{4}$ the cost of conventional automatic drive—yet gives you all these extra advantages:

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Automatic shifting at any speed, 2 to 3 times faster, without clashing of gears (in fact, it is absolutely impossible to strip or damage gears no matter how you drive!). No slippage as with ordinary automatic drive.

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No maintenance cost: lubrication is built into patented Shiftomatic at the factory, never needs attention. Actually pays for itself by doubling clutch life (extensive road testing proves this), besides saving over 10% on gas, reducing brake wear 50%.

Ease of Free Wheeling

Just flick the pedal and you enjoy the smooth, quiet, performance and economy of free wheeling! Touch it again and you're in gear, with perfect control.

Increased Safety

Emergency acceleration, engine braking instantly available in tight spots. Can't jump out of gear (as with vacuum shift) when engine braking down steep grades.

Only \$10 Down... Balance Easy Terms
Free Installation: We pay all costs

Shiftomatic costs only \$59.50 complete (nothing else to buy). With each unit, we enclose simple, illustrated installation instructions plus a free installation certificate good for \$10 cash when signed by any person (including yourself) who makes the installation. Take to any garage, or do it yourself and we pay you \$10. If you install it yourself, no special tools needed.

If you have a credit card with any major oil company, you can install Shiftomatic at once for only \$10 down, balance \$10 a month. Simply send us your name and address plus the number of your credit card and name of the oil company; enclose only \$10 down and pay postman nothing.

If you prefer not to use your credit card privilege, send only \$10 deposit, pay balance plus shipping charges on arrival. Or send full payment now and we pay shipping cost.

MONEY-BACK GUARANTEE: regardless of the payment plan you select, you must be fully satisfied with Shiftomatic or you may return the unit within 10 days for full refund of the amount you have paid.

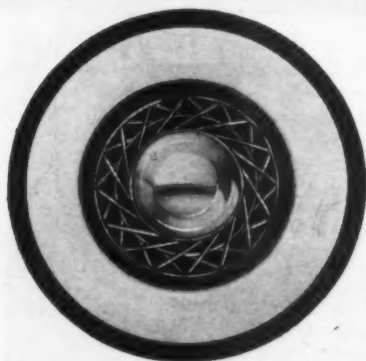
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That Continental Look



The Spoke-ster
FOR ONLY

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DELIVERED

- 100% high lustre chrome . . . sparkling beauty—long life
- All 4 installed in just 5 minutes

Now—at an amazingly low price—you can give your car that popular continental look that's costing hundreds of dollars extra on today's custom cars! The Spoke-ster is made of heavy gauge wire (not a stamping) . . . triple-plated . . . guaranteed chrome . . . chemically treated to prevent rust . . . Locks easily and securely over present hub caps. A real value!

FOR ALL THESE CARS

Ford 49-53; Chev. 49-53; Ply. 47-53; Pont. 49-53; Olds 49-53; Dodge 49-53; DeSoto 47-48; Stude. 51-53; Kaiser 47-53; Willys 52-53; Nash 47-53; Nash Rambler 51-52

MANUFACTURED BY MANSFIELD SIMUL WHEEL
PATENT APPLIED FOR
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Please send me _____ sets of	Year _____	Make _____
Name _____		
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City _____ State _____		
ENCLOSED FIND:		
<input type="checkbox"/> Payment in full	<input type="checkbox"/> \$5.00 Ship balance	
<input type="checkbox"/> Postage prepaid	<input type="checkbox"/> C.O.D. plus postage	
Satisfaction Guaranteed or Money Refunded		

Twelve

Editorial

CROSS-COUNTRY TRIP IMPRESSIONS

JUST AT PRESSTIME, we returned from a cross-country trip (real cross-country, New York to Los Angeles, 2982 miles) that burned some things into our mind even more indelibly than before. We'd like to take this opportunity to tell you about them, while they are so fresh in our thoughts.

You've been hearing a lot lately about highway conditions in this broad country of ours. And we at MOTOR TREND have felt for a long time that there's been good reason for it. If you want to have the inadequacy of our national highway system hit home, take an enjoyable jaunt as we did over the Pennsylvania Turnpike. This 327-mile strip of divided highway leaves you so impressed with the pleasures of driving with no stops, with no towns to pass through, rolling over smooth concrete pavement at authorized speeds of 60-70 mph, that it takes all the joy out of driving on any other type of road. It would not only be nice, but practical, to have such a toll road in each state.

Another point that we've often made, but perhaps not strongly enough, is that a small car can be made as comfortable as a large car. Mere wheelbase is no strict measure of comfort. The trip we made was in a small car and was just as comfortable a ride as some we've experienced in much larger and heavier cars. As far as traveling speed is concerned, you can make as good time in a small car, since there are few places where you can (legally) use the full power of the larger cars.

Having done a lot of night driving on this trip, the dire need of some quick action on headlight dimming was empha-

sized strongly. There was too long a time (until General Motors introduced the Autronic Eye) during which no manufacturer did anything about dimming.

Much more needs to be done, and can be done, about this problem. Until something is done, though, there are a few hints that you can follow if you want to make night driving more pleasant for yourself—and the other fellow:

(1) See that your headlights are in adjustment (and that they stay that way). Can't you recall dimming your lights at another car and as he dims his, one light dims and the other comes up bright? Annoying, isn't it? That isn't all. Enough of this, or any glare, can also be dangerous.

(2) As you approach another car on the highway, see if you can dim your lights before he can dim his. You'll be surprised how much eyestrain this will avoid; if you stubbornly wait for the other person, there may not be time for both of you to dim.

(3) As you approach the crest of a hill and see lights beaming over the top, dim your lights. Nine times out of 10 the other driver will dim his, too. Then, when you meet suddenly, you're not blinded.

(4) As you approach another car to overtake it, dim your lights. The other car may not be equipped with a two-way rear view mirror, and even if it is, your bright lights cause the other car's shadow to be thrown ahead of it. You don't actually need your bright lights until you start to overtake the other car. And if you flick your lights, the chances are the other driver will help you to pass him.

—Walter A. Woron



"Thanks for the push . . . but what are you going to do about the scratches on my bumper?"

Motor Trend

ONLY THE ORIGINAL*

H-W *Continental* COULD MEET ALL QUALIFICATIONS FOR
THIS PRIZE-WINNING Packard Pan American



In selecting an outside spare tire mounting for the Packard Pan American, we naturally sought the cleanest, most compact and readily adaptable unit. We chose the Hudelson-Whitebone *Continental*... because its design meets all of these qualifications; also matches the wire spoke wheels featured on this car. The cooperative efforts of the engineers from Hudelson-Whitebone and Henney Motor Company produced the final installation which has been completely successful.

Richard Arbib
Richard Arbib, Automotive Designer

Original Continental
Hudelson-Whitebone—
No. 2553686

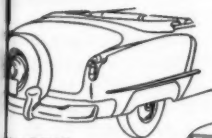
ADD NEW BEAUTY AND DISTINCTION
TO YOUR CAR...WITH AN H-W *Continental*
CUSTOM REAR CONVERSION

Just as it meets all qualifications for this glamorous Packard Pan American, winner of first prize at the International Motor Sports Show...so will the H-W *Continental* add new beauty, distinction and dashing style to your car. Yet it is moderately priced, has many practical, useful features, and increases greatly the trade-in value of your car. But don't accept an inferior substitute. Insist upon the *original** H-W *Continental*. See it at your dealer's today.

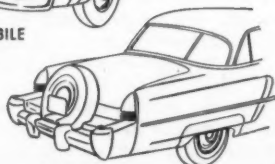
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950 Van Ness Ave., San Francisco 9, Calif.

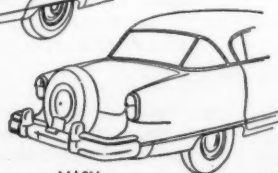
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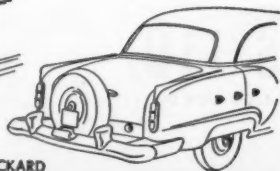
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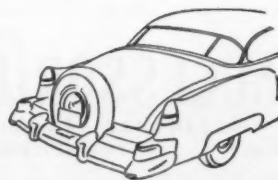
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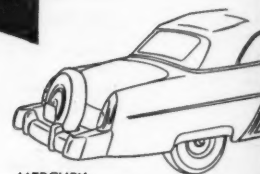
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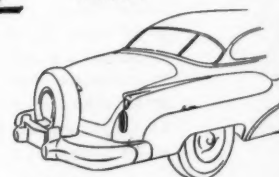
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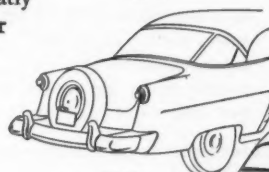
CADILLAC



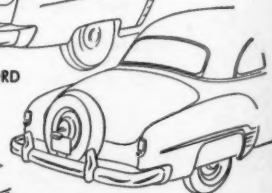
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BUICK



FORD

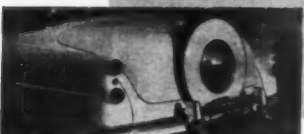
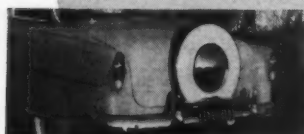


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CONTINENTAL FALSIE

Your friends will never guess your bustle continental doesn't hold a tire. No folding or extending brackets to rattle. Same metal tire cover, hub cap, and license bracket light as our regular kit that really holds the tire. Installed in a flash.



\$4750

\$2495

1953 Chev.
" Pont.
" Olds.
" Buick
" Merc.
" Linc.
" Chrys.
" DeSoto

49-53 Ford
49-52 Chev.
49-51 Merc.
49-51 Linc.
49-52 Pont.
50-52 Dodge
50-52 DeSoto
50-52 Olds.

Chrome outer band \$10.00 extra. Other models available. Specify year and make of car. Prices on kits on request.

MG Louver Disc (4).....\$26.50
MG Metal Tire Cover..... 14.95
MG Knock Off Caps (5)..... 12.95

Write for information on complete MG line.

Wire Wheel Disc.....\$79.50
15 in. only. Precision made of durable stainless steel (Calnevar)

Saucer (ripple) 13, 15 or 16 in.....\$19.50

Fender Skirts
49-51 Ford, \$14.95.....Deluxe, \$17.50
49-51 Merc, \$15.95.....Deluxe, 18.50
52-53 Ford & Merc., \$12.50.....Deluxe, 17.50
50-53 Buick..... 14.95
53 Chrys., DeSoto, Dodge, Plymouth..... 17.50
49-53 Chev..... 14.95

Skirts for all cars

Lowering blocks, 3 in. \$4.50; 2 in.....\$ 3.50
Safety belts (per person)..... 14.95
Leather conditioner cream..... 1.00
Custom grille bar 49-52 Ford..... 20.95
Bull nose 49-51 Ford, 49-52 Chev..... 3.95

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Fourteen

Spotlight on Detroit

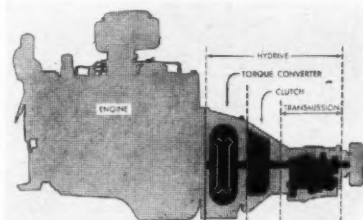
(Continued from page 10)

styling and research study. Called the XX-500, it is one of the cars which Ghia collaborated on.

Willys' Ace Series four-door sedan is now on display. It is powered by the 90 bhp Hurricane six-cylinder F-head engine. Notable styling improvements are a one-piece windshield and a wrap-around rear window.

Automatic transmissions continue to be in the spotlight with the announcement of new units by Plymouth and Borg-Warner, selling for \$135 and \$280, respectively.

Named Hy-Drive, Plymouth's optional device is a torque converter which is mounted ahead of the standard clutch and three-speed transmission in place of the



Plymouth's Hy-Drive transmission permits direct shifting into third for normal use

flywheel. Actually, it is nearly identical with the new Dodge Gyro-Torque Drive and follows the same principle used on all Chrysler Corporation semi-automatic drives.

For all normal driving, a Hy-Drive equipped car is fired up in neutral and shifted directly into third. The use of the clutch and gear selector is eliminated thereafter. Stopping is done by applying the brake alone, and starting through regular use of the accelerator pedal.

Manual shifting through first and second is possible, but almost never needed except for pulling through heavy sand or for engine braking in descending steep mountain grades.

The oil supply of Hy-Drive is integral with the engine lubricating system, eliminating need for an additional oil pump and sump. As a result oil capacity has been increased from five quarts to 11 quarts, but company engineers recommend changes only twice a year instead of every 1000 miles or so.

Performance tests by Plymouth engineers indicate favorable acceleration in competition with a manually shifted model. Initial torque approximates that of low gear. At 20 mph, torque is equal to second. At 35 to 40 mph multiplication ceases and there is a 1:1 ratio between input and output shafts. (See "Briefs by the Editors.")

Borg-Warner's transmission is designed for the Jaguar Mark VII, making this car the second British product to use an American automatic shift on export models. Rolls-Royce has adopted GM's Hydra-Matic unit with minor changes.

Basically, the Jag transmission is the same as that used by Studebaker. It is a combination of a simple hydraulic torque converter

(Continued on page 16)

Motor Trend

May

The plier design that **OBSOLETE**s all others

THE NEW No. 420

CHAN NEL LOCK

PLIER

TRADE MARK REG.

U. S. PATENT OFFICE

New type wide base lugs provide maximum cross section strength . . . cannot shear.

Precision machined interlocking surfaces provide perfect fit, thus distributing pressure evenly.

Interlocking principle positively prevents slipping under any load . . . the heavier the job the greater the interlocking action.

New interlocking design minimizes stress on joint bolt.

"Rite Angle" teeth guarantee maximum bite and minimum wear.

New nose design provides greater utility for gripping small objects.

Patented design of tension edge provides more strength and eliminates stress concentration at channels.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"

Here's the new, improved Channellock Plier—bringing to you new features which offer more positive gripping, greater strength and longer wear. The undercut interlocking channel is the first really new idea in plier design in years. Engineering skill has developed a plier with new patented features which give you the newest, strongest, most practical plier you can buy. Here is a plier that will last for years! Channellock Pliers—made only by Champion DeArment Tool Company, Meadville, Pa.

Send for your Catalog today.



THE PLIER DESIGN THAT OBSOLETE

Only CHAMPION DeARMENT makes

CHAN NEL LOCK

CHAMPION DeARMENT TOOL CO.

MEADVILLE, PA.



Look!

FENDER SKIRTS

IMMEDIATE DELIVERY!



DSM COILS for all cars!

Here is the finest ignition coil in the world. 30,000 output... faster acceleration... smoother performance... greater economy.

\$15.25 ☐

Coils come with brackets and instructions. Quick-simple installation... only 15 min. Fill in coupon with year, make & model. **DUAL POINT Breaker plate kits by DSM.**

Accessory Mouldings for **FORD-MERCURY PLYMOUTH DODGE-DESO**

Write for catalog and prices.

Flying Wing Custom Grille Bars—Fords 1949-52 19.95 ☐
Engineered to work perfectly. Give smoother engine performance, higher speeds, more motor zip.
Available for Fords, Mercurys and Chevrolts.
Write for information and prices.

WIRE WHEEL DISCS

Beautiful—Made to fit all cars with 15" wheels. Stainless Steel

Give your car that Customized look.

Set of four 20.95 ☐

No matter what your needs may be, ask us for it. We carry a complete line of Automotive Parts. Our supply is always as complete as possible and priced to fit the pocketbook.

FORD-MERCURY-LINCOLN

*Ford 1949-51 (ribbed)	9.95	<input type="checkbox"/>
Ford 1949-51 (cut down Merc. type)	14.95	<input type="checkbox"/>
Ford 1949-51 (flat type)	9.95	<input type="checkbox"/>
Ford 1949-51 (flare bottom)	12.95	<input type="checkbox"/>
Ford-Mercury 1952-53 (full type w/bottom flare)	12.50	<input type="checkbox"/>
*Ford-Mercury 1952-53 (like original)	9.95	<input type="checkbox"/>
Lincoln-Mercury 1949-51	14.95	<input type="checkbox"/>

PLYMOUTH-DODGE-DE SOTO-CHRYSLER (Mo-Par type)

Ply.-Dod.-DeS.-Chrys. 1946-48	10.95	<input type="checkbox"/>
*Ply.-Dod.-DeS.-Chrys. 1949-52	12.95	<input type="checkbox"/>
Plymouth-DeS.-Chrys. 1953	19.95	<input type="checkbox"/>

CHEVROLET-PONTIAC-BUICK

Chevrolet 1946-48 (Fleetline)	12.95	<input type="checkbox"/>
Chevrolet 1946-48 (w/mldgs)	16.95	<input type="checkbox"/>
*Chevrolet 1949-52 (like original)	9.95	<input type="checkbox"/>
*Pontiac 1949-52 (like original)	11.95	<input type="checkbox"/>
*Buick 1950-52	14.95	<input type="checkbox"/>

OTHER CARS

Chevrolet (tudor) 1949-52 (w/bottom flare)	19.95	<input type="checkbox"/>
Pontiac (tudor) 1949-52 (w/bottom flare)	19.95	<input type="checkbox"/>
Willys Aero 1952 (w/bottom flare)	19.95	<input type="checkbox"/>
Studebaker 1946-52 (all models)	10.95	<input type="checkbox"/>

BOX SKIRTS... all cars

	9.95	<input type="checkbox"/>
TEARDROP SKIRTS... all cars	9.95	<input type="checkbox"/>
*All chrome skirts	18.95	<input type="checkbox"/>

(All above skirts have locking levers and adjustable ends)

Hollywood DEEP TONE DUALS

1935-48 Ford-Mercury	18.95	<input type="checkbox"/>
1949-53 Ford-Mercury	23.80	<input type="checkbox"/>
1949-53 Oldsmobile	29.95	<input type="checkbox"/>
1951-52 Studebaker	29.95	<input type="checkbox"/>
1953 Buick (exc. conv.)	29.95	<input type="checkbox"/>
1951-52 Chrysler V-8 (exc. conv.)	44.95	<input type="checkbox"/>
1953 Chrysler V-8 (exc. conv.) incl. power steering	44.95	<input type="checkbox"/>
1953 Dodge	23.80	<input type="checkbox"/>
1952 DeSoto (exc. conv.)	44.95	<input type="checkbox"/>
1953 DeSoto Cust. V-8 (exc. conv.) incl. power steering	44.95	<input type="checkbox"/>
1942-52 Chevrolet (split manifold system)	39.95	<input type="checkbox"/>
Duals less mufflers deduct \$8.00		

DUAL COMBINATION SETS

Complete with headers		
1937-52 Ford-Mercury	44.95	<input type="checkbox"/>
1949-52 Oldsmobile	55.95	<input type="checkbox"/>
1951-52 Studebaker	55.95	<input type="checkbox"/>
Less mufflers deduct \$8.00		

EXHAUST HEADERS

1937-52 Ford-Mercury	19.95	<input type="checkbox"/>
----------------------	-------	--------------------------

ORDER TODAY FROM MICHIGAN'S LARGEST KNOWN AUTOMOTIVE MAIL ORDER HOUSE...

Name

Address

City Zone State

Be sure check is enclosed for proper amount.
Name of Car:

Year Model

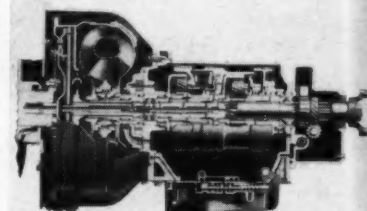
MICHIGAN MOBIL PARTS COMPANY

1301 Mayflower St.
Lincoln Park 25, Michigan

(Continued from page 14)

and two sets of planetary gears which give two forward speeds and one reverse. The torque converter provides an infinitely variable torque multiplication up to an equivalent gear ratio of 2.16:1; low gear ratio is 2.308:1 and intermediate is 1.345:1.

A Jaguar fitted with the Borg-Warner transmission normally starts in the intermediate gear, indicated as "D" position on the selector which is located below the steering wheel. The car is then accelerated to a



Jaguar Mark VII is second British export product to use an American automatic shift

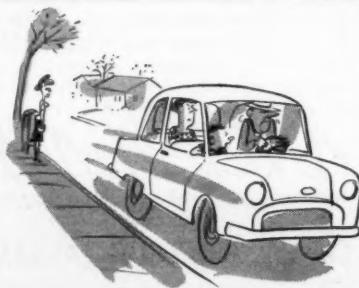
point where the torque converter is acting purely as a fluid coupling. A clutch plate locks out the converter and gives direct drive, which is equal to top gear in a manual transmission.

Among other features are: automatic downshifts at speeds up to 60 mph; use of "L" range for rapid acceleration with manual shift to "D" range up to 40 mph (the system can be worked in reverse for engine braking); an anti-creep device to keep the car stationary when halted in traffic and a hill-holding mechanism to prevent rearward roll when the selector is in "D" position; a system whereby the selector may be placed in "R" position at speeds above 10 mph and not take effect until forward motion drops to two mph; and provision for rocking in mud, snow or sand by easy shifting between "L" and "R" or "D" and "R" positions.

As installed in the Jaguar, the clutch pedal is eliminated and the brake pedal is positioned for easy left foot operation.

Borg-Warner indicates that it is dickering with other European car makers for adoption of the transmission. As a result, it may be that in the near future most family-type cars imported into the U.S. will be equipped with automatic shifting devices in an attempt to lure more American buyers away from domestic makes.

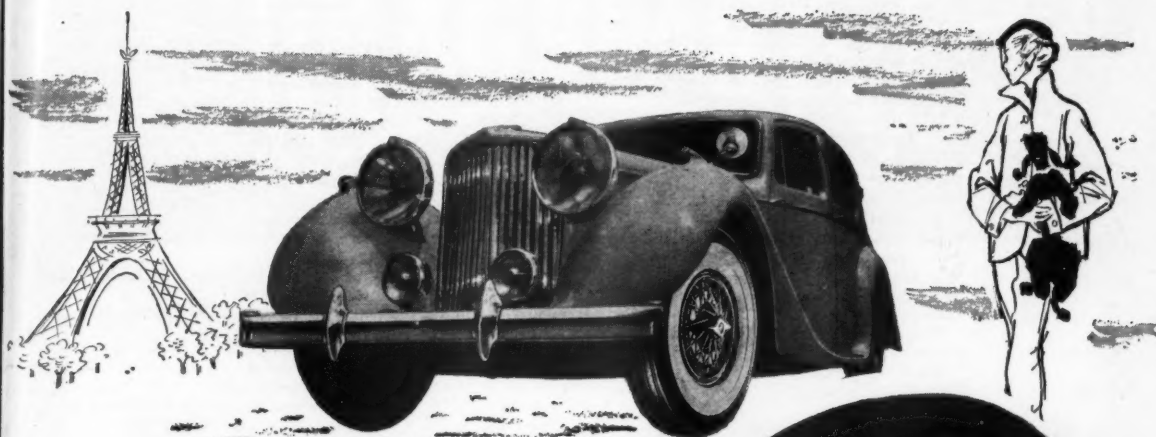
—Harry Cushing



"Dad, how come you're not picking her up this time?"

NOW! The New, Luxury "Monte Carlo" Model

The Ultimate in Continental Styling



Gay-Lord Wire Wheel Discs (Continental Styled)

Now Gay-Lord introduces the aristocrat of wire wheel discs . . . its latest and most lavish contribution to the popular continental look of luxury—the magnificent Monte Carlo model. Never before have you seen such true-precision, extra-heavy gauge, smart looking wire wheel discs. The Gay-Lord Monte Carlo, with "knock-off" type hubs, replaces the ordinary wheel disc easily, quickly, without interfering with existing wheel balance weights. Gleaming, one-piece, chrome steel construction . . . super-strong, extra-heavy stainless steel wire spokes of a quality until now undreamed of. Whether your car is old or new, give it that fashionable continental dash, with a set of sparkling Gay-Lord Monte Carlo Wire Wheel Discs—only \$89.50 for four discs, including "knock-off" type hubs. The Gay-Lord Monte Carlo fits all cars with standard 15-inch wheels. Send the coupon today for this value of a lifetime.



Pats. Pending

The Continental styled Gay-Lord Wire Wheel Disc (Standard Model), with "knock-off" type hubs, is available at \$79.50 for a set of 4 wheels. Fits all 15-inch wheels.

10 DAY FREE TRIAL MONEY BACK GUARANTEE

GAY-LORD AUTOMOTIVE DIVISION,
Gaylord-Shelton Inc. Dept. MT-5
1918 Prairie Avenue, Chicago 16, Illinois

Please send me at once . . . sets of
Gay-Lord "Monte Carlo" Wire Wheel Discs
☐ Only \$89.50 Prepaid. Check or Money
Order for full amount enclosed.

☐ C.O.D. Full amount of \$89.50 and shipping
charges to be paid on delivery.

(Print Your Name & Address)

Name

Street Address

City Zone State

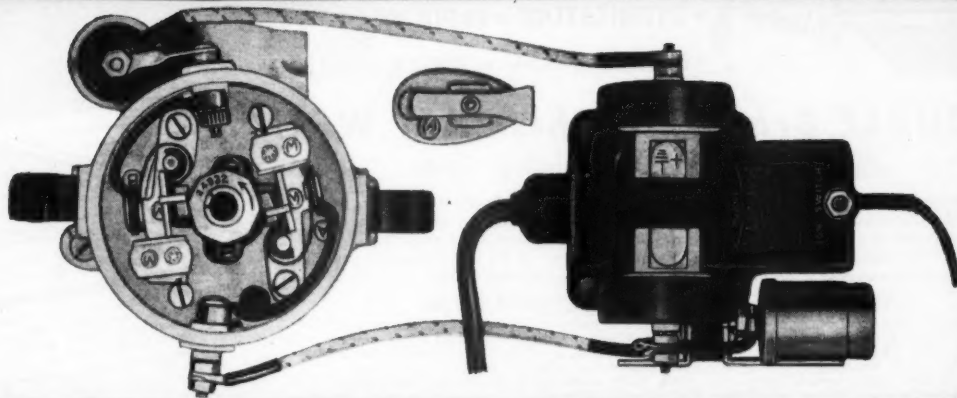
Add 2% Sales Tax in Illinois

©1953 GSI

THE MALLORY PRODUCTS ADVERTISED ON THE OPPOSITE PAGE ARE SOLD BY THE FOLLOWING CONCERNS:

Just a few have been listed. If your city is not included, write to the factory for name of the dealer nearest you.

ALABAMA	
Birmingham	Friction Materials, 816 N. Second Ave. E. Greenburg Auto Parts Co., 1131 Third Av.
ARIZONA	
Tucson	Leo's Auto Supply, 2823 N. Stone Ave.
CALIFORNIA	
Los Angeles	J. F. Dixon Company, 1835 S. Hope St.
San Francisco	H. G. Makelim Magneto Repair Co., 1583 Howard St.
COLORADO	
Denver	Pille Bros., Inc., 748 Broadway
DISTRICT OF COLUMBIA	
Washington	Roberts Brothers Co., 17th & U Sts., N.W.
FLORIDA	
Orlando	Bailey Motor Equip. Co., 78 N. Garland St.
GEORGIA	
Atlanta	Max Auto Parts Co., 531 Marietta St., N.W. Smith Tire Co., 155 Decatur St., S.E. Viaduct Armature Works, 11 Courtland St., N.E.
Decatur	Ponce de Leon Service Center, 203 W. Ponce de Leon Ave.
Macon	Jack Mann Company, 675 Third St.
IDAHO	
Pocatello	Billmeyer's Wholesaler, 240 S. Arthur
ILLINOIS	
Chicago	Belpark Auto Parts Co., 3021 N. Cicero Ave. George J. Carter, 6616 N. Chicora (SALES REPR.) Grancor Automotive Specialists, 5150 N. Western Ave. National Ignition, 2002 S. State St. Speed Sport Equip., 4866 Milwaukee Ave. Van Bergen & Greener, Inc., 1619 N. Hoyne Bill Von Esser, 3307 W. Irving Park Rd.
INDIANA	
Evansville	Robert L. Bilger, 311 W. High St., Hicksville, Ohio (SALES REPR.)
Gary	Moutoux Auto & Machine Co., 517 Locust St.
Hammond	Broadway Auto Parts C.L. Auto Supply, 3886 Broadway
Indianapolis	Calumet Auto Parts, 5503 Calumet Ave. Jack Kidwell Elec. Co., 1331 N. Capitol Ave. Ralph's Muffler Shop, 852-56 Massachusetts Ave.
Muncie	Tom Cherry Automotive Engineering, 1800 S. Liberty St.
South Bend	The Ronval Co., 1214 E. Calvert St. Standard Automotive Supply, 412 S. Lafayette Blvd.
IOWA	
Des Moines	Electric Serv. & Sales Co., 1313 Walnut St.
KANSAS	
Kansas City	Millard Auto Supply Co., 941 Minnesota Ave.
Mission	Mission Auto Supply, 5807 Johnson Drive
Wichita	Hall's Speed Shop, 1205 E. Lincoln
KENTUCKY	
Louisville	Ellingsworth Auto Electric Co., 1005 E. Broadway
MARYLAND	
Baltimore	Capitol Speed Parts, 3032 S. Hanover St.
MASSACHUSETTS	
Boston	Harvey Sales & Serv. Co., 1375 Boylston St.
Cambridge	New England Speed Equipment 169 Brighton Avenue
MICHIGAN	
Dearborn	Standard Auto Supply, 21961 Michigan Ave.
Detroit	Detroit Racing Equipment Co., 20181 Conant Ave. Skippy's Hot Rod Shops, 5842 Michigan Ave.
Grand Rapids	Reme's Auto Parts, 2601 S. Division
Jackson	C. E. Hamlin Co., 225 N. Jackson St.
Kalamazoo	Lovejoy, Inc., 159 Portage St.
Pontiac	Willis Carburetor & Electrical Service, 801 Auburn Ave.
Saginaw	Ken-Russ Speed Equipment, 907 E. Genesee
MINNESOTA	
Hibbing	K. B. Supply Co., Highway 169 West
MISSOURI	
Kansas City	Becker-Florence Electric Co., 1611 Oak St. Colby's Tune Up Service, 6730 Prospect Ave. Hollywood Motors, 2743 McGee St.
MONTANA	
Billings	C. & J. Parts Service, 5 North 35th St.
Great Falls	Automotive Specialties Co., 314 First Ave., S.
NEW MEXICO	
Carlsbad	The Garrett Tire & Supply Co.
NEW YORK	
Buffalo	Kar Motor Rebuilders, Inc., 1159 Jefferson Ave.
New York City	Bethlehem Equipment Corp., Ltd., 109 W. 64th St.
Rochester	Harmon Automotive Corp., 16 Charlotte St.
NORTH CAROLINA	
Charlotte	Shuman & Thompson, 325 Lincoln St.
OHIO	
Akron	Austin Ignition Co., 56 N. Union St.
Canton	Carburetor Sales & Service, 820 E. Tuscarawas St.
Cincinnati	Hooper Ignition Serv., 2724 Woodburn Ave.
Cleveland	Motor Rim Mfrs. Co., 1825 24th St. Stromberg Sales & Service Co., 3330 Superior Ave., N.E.
Columbus	Air Brake Service Co., 684 N. 4th St. Alfred E. Kayes, 1550 Grenoble Road (SALES REPR. IND.-OHIO) Peters Johnston Co., 262 S. Third St. Tom's Muffler Shop, 3029 Indianola Mather Distributing Co., 3977 Monroe St.
OREGON	
Portland	Magneto Equip. Co., 1111 S.E. Grand Ave.
PENNSYLVANIA	
Philadelphia	Krechmer Motor Parts, Inc., 5110 Walnut St. Motor Ignition Co., 1526 Fairmount Ave. W. R. Strunk, 925 Greene St. Joe's Carburetor Service, 868 Providence Rd.
Reading	
Scranton	
SOUTH CAROLINA	
Columbia	Thain's Auto Service, 1519 Taylor St.
North Augusta	Manley's Paint Shop, 1609 Georgia Ave.
SOUTH DAKOTA	
Rapid City	Hoseth Auto Electric Co., 324 St. Joseph St.
TENNESSEE	
Chattanooga	Honest Charley Speed Shop, 1100 McCallie Ave.
Memphis	Union Auto Electric Service, 1017 Union St.
Nashville	Berlin's Auto Trim Supply Co., 1610 West End Ave.
TEXAS	
Abilene	Auto Parts Co., Inc., 490 Pine St.
Corpus Christi	6 Points Auto Supply Co., 1013 Ayres St.
Dallas	Ralph E. Russell Co., 8738 Canyon Drive (SALES REPR.)
Houston	Ochterbeck Factoryizing Co., 2107 Smith
UTAH	
Salt Lake City	John Lelis Auto Machine Co., 843 S. Main St.
VIRGINIA	
Richmond	The Kline Company, 2725 W. Broad St.
WASHINGTON	
Seattle	E. F. Oman Co., 2212 Fourth Ave.
Spokane	Motor Supply Co., 1202 W. First Ave.
Tacoma	Wright's Automotive Service, 710 Commerce St.
WEST VIRGINIA	
Beckley	Fred Bailes & Co., P. O. Box 1310 (SALES REPR. ALA., GA., KY., MISS., N. & S. CAR., TENN., VA., W. VA.)
Bluefield	Groseclose Auto Electrical Service, Mercer St. at McCulloch Ave.
Charleston	Eastern Garage, 411 Elizabeth
WISCONSIN	
Milwaukee	Midwest Speed & Power Equipment Co., 2206 W. Walnut St.
CANADA	
Windsor, Ont.	Stewart McLaren Co. of Canada, P. O. Box 481 (SALES REPR.)



Spark produced by
Magspark at 4800
engine speed. No-
tice the strength
and steadiness.

THE MALLORY MAGSPARK SYSTEM CAN BE INSTALLED IN THE SAME PLACE AS THE REGULAR IGNITION DISTRIBUTOR

The Mallory Magspark Ignition System derives its name from the magneto. In the early Twenties, magneto ignition was rapidly losing out to battery ignition even though engineers realized the magneto spark gave much better ignition than did the battery spark.

Magneto ignition lost out to battery ignition for the following reasons: Cost of the magneto, powerful drives required to drive the magneto, weak spark of the magneto at cranking and idling speeds, difficulty in building magnetos for 8-cylinder engines, cost of servicing, and difficulty in producing a practical advance curve with a magneto.

I regretted to see the magneto go and attempted in the early Twenties to build a practical system which would produce a magneto spark from the battery, in fact, several patents were issued to me. Our company built approximately 5000 of these systems but they were impractical and production was abandoned. However, I never gave up the idea and, finally, by untiring efforts, I found a new principle superior to the magneto and the Magspark System was born.

M. Mallory

Spark produced from
Standard Battery
Ignition system at
4800 engine speed.
Notice missing.

This Could be YOUR CAR!



BRAKE FAILURE

Caused by

- OVERHEATING • RAPID WEAR
- GLAZED LINING • WATER SOAKING

DOUBLE Brake Life this EASY Way!

Save up to \$45.00 Relining Costs

Your brakes are OK, you say?—Maybe you've just had them relined, or perhaps you're driving a new car—the driver of this car had his relined only two weeks before "it" happened—yet on a clear, sunny day, his car hurtled out of control down an inclined street and tore into a loaded gravel truck. It was an old story to the ambulance crew, the police, and the insurance adjusters. Brake Fade had claimed another victim.

WHY YOUR BRAKES CAN SUDDENLY FAIL

When brake linings and drums become overheated due to heavy traffic conditions, long grades, mountain driving, or emergency stops, the drums "bell out" requiring more pedal travel, and the lining surface "chars," forming an oily "ash." The ash acts as a lubricant so that even when brakes are pushed to the floorboards, the car cannot be stopped. A "runaway" tragedy is often the result. The effect is the same when, on rainy days, water seeps onto brake linings. The sudden emergency—the futile attempt to stop—the grinding crash. But there IS something you can do—

BRAKE KOTE—How it Works

Brake-Kote is the sensational new silver, copper, and lead brake conditioning compound that actually metalizes all lining and drum surfaces with a friction and temperature regulating "armor." Brake-Kote impregnates the lining fibers and the microscopic pores of drums, creating a durable, metallic coating, with properties of extreme wear resistance and high thermal conductivity. This provides super-smooth "dry-metal" friction surfaces, doubling the life of linings—sealing them against water soaking. Brake-Kote gives you more than double the number of smooth, even, safe stops—

Guarantees to reduce: • Brake Fade • Drum Scoring & Warping • Lining Squeaks • Rapid Lining Wear • Chatter & Grabbing • Uneven Pulling • Tire Wear

APPLY IT YOURSELF—Quickly, Easily

Brake-Kote is easy to apply . . . by using the applicator furnished. Simply "pull" your brake drums, following the instructions enclosed, and "paint" Brake-Kote onto the surface of your linings and drums. Replace the drums and that's all there is to it. Do it yourself . . . takes only about 1/2 hour. One application usually lasts 40,000 miles.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Accept only genuine original Brake-Kote—exclusive formula contains real silver, with copper . . . highest in heat dissipation. Full purchase price will be refunded if you are not completely satisfied. Don't put it off; order by mail today. Remember—brake failure rarely gives warning, and one failure could cost your life!

Recommended for clutch facings, too.

BRAKE-KOTE complete with applicator (ample for two cars or light trucks). Postpaid.

\$4.95

HOW MUCH
COLLISION
INSURANCE
CAN YOU BUY
FOR \$4.95?



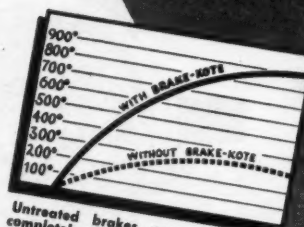
ENGINE PRODUCTS CO.
Automotive Specialties

5801 E. Beverly Blvd. DEPT. 6
LOS ANGELES 22, CALIF.

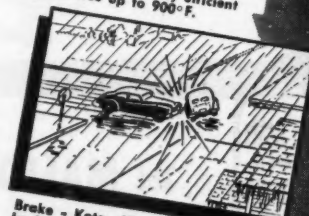
PHONE: UNDERHILL 0-4978

DEALERS:

Write on your letterhead today for complete Brake-Kote dealer plan and information on other items we manufacture.



Untreated brakes normally fade completely at about 300° F. Brake-Kote'd brakes remain fully efficient at temperatures up to 900° F.



Brake-Kote "Metal-Insulates" brakes from moisture, permits reliable, straight-line stops under toughest weather conditions.



Easy-to-apply Brake-Kote requires no long "break-in" period—becomes effective immediately—gives up to 40,000 miles of sure, safe, fade-proof braking.

ENGINE PRODUCTS CO.
5801 E. Beverly Blvd., Dept. 6
Los Angeles 22, Calif.

- ☐ Enclosed find \$4.95. Please ship POSTPAID complete Brake-Kote Kit.
- ☐ Enclosed find \$1.00. Ship immediately Brake-Kote Kit. I will pay balance C.O.D.

Name.....
Address.....
City..... Zone..... State.....

Our policy has always been to keep our readers informed about schemes to remove money from the car owner's pocket. Here is a scheme that is just within the limit of the law. Now MOTOR TREND

EXPOSES

the car finance racket!

by Robert J. Gottlieb

IN RECENT MONTHS a racket has developed which has cost many automobile purchasers large sums of money. The success of the racket depends on a smooth and convincing salesman and the gullibility and induced negligence of the buyer. It is that type of scheme which is successful as a result of trust and confidence reposed by the buyer in the seller. It has become so extensive that its operation and effect must be seriously considered before the purchase of any vehicle.

The downfall of the purchaser comes after he has agreed to purchase a specific car at a specific price and before any of the papers are signed. It is well known that more than 90 per cent of the cars sold in the United States are financed. Interest rates therefore make a big difference in the total price of a given car. Assume that a contract balance of \$2000 remains and that the car is financed for 30 months at six per cent interest. The purchaser will pay a total of \$300 as interest for his car. Assume now that the same car is financed for 30 months at 13 per cent interest. In the latter situation the purchaser pays a total of \$650 as interest for the car; a difference of more than 100 per cent. No matter how you view the situation, money paid out as interest must be added to the original purchase price.

Most car buyers are well aware of these figures prior to the time they decide to purchase a car. As a result, the average purchaser attempts to negotiate a transaction at a lot which displays a sign reading "bank terms" or "bank rates." In addition, the average purchaser informs the salesman that he wants the car financed at bank rates or through a bank with which the purchaser has had a prior account. The buyer is then informed that the seller finances all his cars with a bank and he is assured that he is receiving "bank terms." These assurances and the existence of the signs may or may not mean a thing, for it is at this point that the racket comes into existence. Lulled into a feeling of security, the buyer signs a car order and usually a blank conditional sales contract.

The excitement inherent in the purchase of a new or newer vehicle reigns supreme and usually lasts until the contract is

AUTOMOBILE ORDER AND STATEMENT OF TRANSACTION

Date: FEB 15 1953

Dealer's Name _____

Address: _____

Please enter my order for one (NEW) (USED) car and insurance as follows:

Make CADILLAC Model 51 Series 61 Body Style SCAP

Motor No. _____ Serial No. _____ License No. _____

To be delivered on or about AT ONCE

O.P.S. Ceiling Price \$ 3444 Selling Price \$ 155

Extra Equipment HYDRA

Trade-In Record

Make PONTIAC Model 48 Body CPE Serial No. _____ License No. _____ Extras _____

Used Car Allowance \$ 100

Less Pay Off \$ 1100

Net Allowance \$ 607.97

Cash with Order _____

Cash on Delivery _____

Total Cash Price \$ 1200.00

Sales Tax \$ 1.00

Licenses \$ 3707.97

Unpaid Balance of Cash Price \$ 2000.00

Effective Date _____ Months from effective Date _____

Fire, Theft _____ Months from effective Date _____

Collision _____ Months from effective Date _____

Comprehensive _____ Months from effective Date _____

Finance Co. BANK TERMS

Address _____

Insurance covers the interests of the purchaser and vendor for the term of the contract except as otherwise indicated.

Payable in _____ Months Monthly Payments of \$ 78.33

beginning APRIL 1 1953 and a final payment of \$ _____

(Registration W.B. (1) The undersigned purchaser states that there does not now exist and there will not exist any other extension of credit to him in connection with this purchase.

I/we hereby voluntarily choose _____ as Agent or Broker to procure the insurance listed above. The choice of above Agent was not made a condition precedent to this sale. Loss, if any, payable to the Seller, his assignee and _____.

THE NAME OF THE AGENT OR BROKER MUST BE FILLED IN BY PURCHASER IN HIS OWN HANDWRITING. All terms and conditions of this sale are included in this order; no verbal agreements will be binding on the purchaser. The above price is subject to change without notice and price effective on day of delivery will govern. However, the purchaser has the privilege of cancelling this order if such changed price is not satisfactory. If it is understood and agreed that the title of ownership does not pass on to me until the final cash payment is made. If I fail to accept delivery of the car within _____ days after notification that it is ready for delivery, you shall have the right to cancel this order and to retain the advance deposit as payment for your expense of reservation, demonstration and preparation of this car for me. I hereby certify that I have read the foregoing order in full and acknowledge the receipt of a copy of the same. This order is not binding unless authorized by an officer of the Company, and purchaser's credit has been approved.

DEALER _____ (TIME) _____

SALESMAN _____

PURCHASER John Public

PURCHASER 1 MAIN ST

ADDRESS U.S.A.

CITY _____ PHONE _____

Phone RE. 2-0746—Jesse-Alex Legal Forms—170 W. 24th St.—Form No. 20 O.P.S.

studied in detail. Close study may indicate that the car is financed with a bank, but at 13 per cent interest instead of six per cent. Pleas, demands, and threats, are of no avail; the buyer has contributed an additional \$350 to the dealer's profit.

Those unscrupulous dealers who perpetrate a racket such as this will naturally have an answer for the disillusioned purchaser. The buyer is informed that the extra seven per cent interest is collected and held by the bank for the dealer's repossession fund. In other words, the buyer learns that he is paying seven per cent extra interest so that the dealer can build up a fund for himself in the event that the purchaser, or any other purchaser, defaults, and the dealer is obliged to repossess.

How does the bank figure in this transaction? For many years some banks have maintained a high-powered advertising campaign aimed at the American public. We have all been informed that the phrase "bank terms" means an interest rate of six, or at the most, seven per cent. Actually, most banks are more than willing to finance a new car at five per cent and a used car at six per cent. Certainly the majority of banks are anxious to finance a new car at six per cent and a used car at seven per cent. At these rates, the bank is left with its customary profit for it rarely pays more than two per cent on funds deposited in saving accounts. In addition, a bank handles nothing but the "cream" of the financial transactions. This is true be-

cause prior to the purchase of a contract a bank insists that: (1) the purchasers' credit rating be approved; and (2) the dealer signs a guarantee that if the purchaser defaults, then the dealer will make the payments.

It is therefore apparent that very little risk is assumed by the bank. With everything to gain and very little to lose, some banks (in an effort to obtain more business) side with the seller to the detriment of the buyer. A bookkeeping system is devised in which the excess of interest, over and above the normal rate of interest, is credited to the seller's account. If the disillusioned purchaser questions the bank regarding the exorbitant rate of interest he is obliged to pay, he receives an answer which varies greatly from the answer given him by the dealer. At the bank he is informed that the extra interest charged is a consideration exacted by the dealer in return for the guarantee by the dealer in the event the purchaser defaults. This is poppycock! The bank insists on such a guarantee even on a straight five or six per cent contract and generally will refuse the "paper" unless it is guaranteed.

Sometimes an unhappy purchaser is informed by a bank that the extra interest is credited to the dealer's account so that the dealer will maintain with the bank a certain percentage of cash, in proportion to the total amount the bank has advanced in financing the dealer's cars. Generally this is true; but if the dealer chooses to arrange this type of financing with the bank, it is difficult to see why a purchaser must contribute to the dealer's fund. In any event, the racket under discussion results from the dealer's misleading statements which cause the purchaser to believe that his car will be financed at six per cent when it will actually be financed at 12 or 13 per cent.

Schemes designed to part a purchaser from his money are usually engineered by a few of the many dealers in business in each community. You can be well assured that they are just within the limit of the law and the purchaser is generally without a remedy. Certainly if the dealer was financing the car himself, he would have the right to charge the maximum rate of interest permitted in his particular state. In this racket, however, the dealer is not actually financing the car; the bank is, and the purchaser has the right to assume that he is receiving true bank rates.

It therefore behooves a purchaser to make careful calculations after he has decided on the car he wishes to purchase and before he signs a purchase order. The calculations should take less than five minutes and may save you \$350.

Assume again that the contract balance is \$2000. Multiply this figure by six per cent if the car is to be financed for 12 months—by 12 per cent if the car is to be financed for 24 months—and by 15 per cent if it is to be financed for 30 months. Add the total to the contract balance (\$2000) and divide this figure by 12, 18, 24, or 30 as the case may be. The answer, or figure, is the total monthly payment that you should make, and if the contract figures do not agree with yours, find out why.

MOTOR TREND readers should also know that interest rates vary in different states. In some states 10 per cent is the maximum rate permitted by law, while in other states it is 12 per

cent. However, if your credit rating is good, you should experience no difficulty in obtaining true bank rates. Most states also have a cute gimmick in the law which operates to the detriment of the buyer. It permits a dealer to charge an additional per cent on the entire contract balance if the first payment is deferred for a certain period of time. In California, as an example, the maximum interest rate is 12 per cent. Purchasers are informed that no payment is due for this specific period of time. This seems like a wonderful boon to the purchaser, but as a result, the dealer is entitled to charge 13 per cent interest instead of 12. The purchaser is forced to pay an additional \$50 for the privilege of deferring his first payment for a period of a few days, or even one day.

Refer to the simplified car order figures shown here.

TRANSACTION NO. 1:

Sales Price.....	\$3444.00
Extra Equipment.....	155.00
Sales Tax.....	107.97
License.....	1.00
Total Cash Price.....	\$3707.97
Used Car Allowance.....	\$1200.00
Less Payoff.....	100.00
Net Allowance.....	\$1100.00
Cash with order.....	607.97
	1707.97
Unpaid balance.....	\$2000.00
Finance charges.....	300.00
Total time payment balance.....	\$2300.00

Payable in 30 monthly payments of \$76.67 each, beginning March 15, 1953.

TRANSACTION NO. 2:

Identical detail figures as Transaction No. 1, except as follows:

Unpaid balance.....	\$2000.00
Finance charges.....	650.00
Total time payment balance.....	\$2650.00

Payable in 30 monthly payments of \$88.33 each, beginning April 1, 1953.

It is readily apparent that in one transaction, the purchaser's monthly payments are \$11.66 per month higher than in the other transaction and yet the same car is purchased with the same down payment. Over a period of 30 months this amounts to \$349.80; more than twice the finance charges computed at six per cent. On the higher contract, the dealer has deferred the first payment until April, in order to obtain an extra per cent on the total unpaid balance.

On the original order of one of the above contracts, an entire paragraph referring to the "as is" condition of the car was stricken and initialed by the purchaser and the dealer. If this is not done, the car is purchased "as is" and without a guarantee, regardless of the promises and statements of the salesman. The moral is simple. If the car is represented as being in good condition or as a one-owner car, or if it is to be guaranteed in any way, strike the subject paragraph and have it initialed. If you don't, you are bound by its terms, and they are mighty severe.

Keep these facts in mind the next time you purchase an automobile. They can save you hundreds of dollars. If you slip and sign a contract which provides for 13 per cent interest, the courts will take a dim view of your cry for relief. Remember, "HE WHO IS FOREWARNED IS FOREARMED."



An MT Research Report

'53 FORDS FEATURE A BETTER RIDE

BOX SCORE:

ACCELERATION

Standing 1/4 mile

30-60 mph

BODY WORK

BRAKES

Stopping distance avg.

@ 30, 45, 60 mph

EASE OF HANDLING

FUEL ECONOMY

Averages @ 30,

45, 60 mph

INTERIOR

RIIDE

ROADABILITY

TOP SPEED

This box score is based on the average of all '52 cars tested except for the ratings on Interior and Ride, which refer to the average of other cars in the same price class (see February '53 MT).



Bill Ford, above, recently said, "I understand there have been only two three-time winners (Wilbur Shaw and Mauri Rose) at Indianapolis. Now that I'm to drive the third pace car the Ford family has driven, maybe I can be the third three-time winner"

An improved suspension system gives these 50th Anniversary Fords better handling and better roadability characteristics

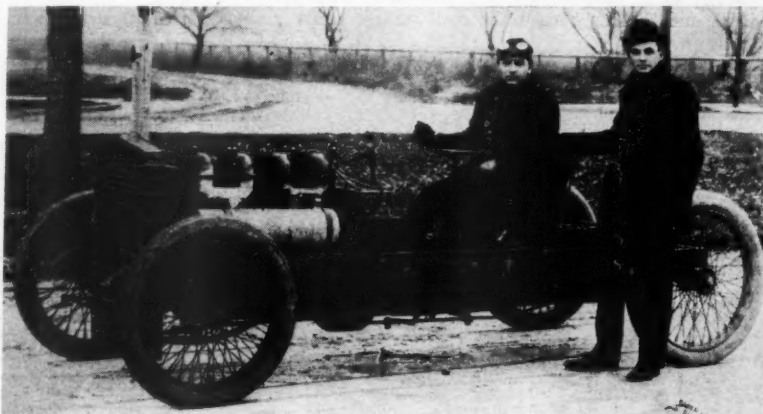
By Jim Potter and Walt Woron

Photos by Jack Campbell

PACING THE RACE at Indianapolis later on this month is a 1953 Ford Sunliner convertible coupe. This in itself isn't too astounding. Pace cars aren't chosen because they're fast enough to keep out of the race cars' way. It does serve to point up, however, the coming battle with Chevrolet for sales. Ford, in its 50th anniversary year, would like nothing better than to regain the lead it held some 20 years ago.

As reported in the March 5, 1953 issue of *Iron Age*, Ford has jumped into the sales lead in 1953. *Iron Age* said, "On the basis of new registrations, Ford led in January sales in 18 of 27 states which have reported to date." It was claimed that "Ford sold 46,900 passenger cars during the month against 38,719 for Chevrolet, giving Ford 21 per cent of total new car sales against 17.3 per cent for Chevrolet." Although this may be partially attributed to the fact that Chevrolet made its new car announcements after the first of January, it does indicate that these two top producers may be in a hot contest before the year is over.

The car furnished for our latest test by the Ford Motor Company was a 1953 Ford V-8 Customline four-door sedan equipped with Fordomatic transmission, which is now the most popular choice. Our test cars



Late Henry Ford was a pioneer racing enthusiast. Driving his own car, he defeated Alexander Winton in 1901. A year later, Barney Oldfield (in car) drove again to victory

last year were a Ford V-8 equipped with overdrive and a new Ford Six.

Fordomatic and Overdrive Performance Figures Compared

Last year the performance figures, i.e., acceleration, top speed, fuel consumption, and brake checks, obtained for the Ford Six and the V-8 were practically identical. Our '53 Ford had an engine identical with the '52 V-8, which was equipped with overdrive. An overdrive-equipped car, because of its higher rear-axle ratio and lack of wasteful slippage, can be expected to give better acceleration at low speeds than a car with a torque converter. With overdrive in operation, it should give better gas mileage and (theoretically, at least) higher top speed. The performance figures, however, were very close. Average top speed of the '52 was 86.7 mph while that of the '53 was 86.5. Acceleration for 0-30 mph for the '52 was 5.7 seconds; for



An old print at Indianapolis Speedway shows late Henry Ford seated at wheel of a car entered by Barber Warnock. Ford served as honorary referee for race held year before birth of grandson, William Clay Ford (shown in top picture in '53 Ford Sunliner). In 50 years, the Ford has come a long way. This year officials of company hope to give competitors a run

Twenty-three

FORD ROAD TEST Continued

the '53, 6.5. Both cars took 21.4 seconds for the standing quarter mile. Fuel (Mobilgas used in all our tests) consumption averaged 17.0 mpg for the '52 V-8 with overdrive locked out, and 21.55 with overdrive in operation. The '53 car, with Fordomatic, averaged 18.7.

Stopping distances, not as outstanding as last year, were still excellent.

Suspension System Improvements

Ford engineers have tackled the ride and handling characteristics with good results. To a large extent, in this car at least, they have proved that a good ride can be achieved in a lighter car. A heavier car is not necessarily a better-ride car. In our test, we gave this new "miracle ride" a workout: driving rutted, bumpy roads; taking dips at a fast clip; traveling winding mountain roads with numerous sharp curves. Our car took the rutted roads in its stride and took all dips without bottoming and with minimum oscillation after rebound. No sidesway or body motion was noticed during the rebound. In the mountains the steering was light and positive, and the car hugged the road well

with no tire squeal on the turns taken deliberately at above average speeds.

What have the engineers done to achieve this improvement over the '52 models? Ford has front suspension rubber compression bumpers and new support plates, designed to permit greater up-and-down movement of the front wheels. On rough roads, this smooths limiting action of the front suspension when the springs are compressed sufficiently (on rough roads) to put the bumpers into play. These bumpers are small, cone-shaped rubber pucks or stops which act as bumpers between each front wheel control arm and the chassis frame. A-frames have also been lengthened for '53.

More road shock, especially over rough roads, is absorbed due to the built-in increased movement of the front wheels and is not carried on through the frame and into the car. This greater controlled action of the '53 Ford results in better riding qualities than in the '52.

Both the front and rear shock absorbers have been revalved to give a softer and more shock-free, balanced ride. The frames of the '53 cars also have been modified. Of K-bar type, they have five rugged crossmembers attached to box-

section side rails forming a ladder-type frame. The additional rigidity of the '53 Ford was commented on by the MT Research staff, especially when conducting tests on the car's cornering. This was especially true on rutted, bumpy roads.

The steering system still requires five full turns to get the wheels from lock to lock. Although this is somewhat slow steering as compared to some makes, Ford has given system more positive control.

Fordomatic Transmission Evaluated

As in most automatic transmissions, the gear shifting is noticed in the Fordomatic; however, it is smoother in operation than some automatic-transmission-equipped cars that MT Research has tested, especially when braking to a stop. The lurching of some transmissions during low-speed deceleration can become quite distracting to the driver who demands smooth performance. In our brake tests in which we stomped on the pedal for a panic stop, the engine did not die; it usually does with automatic-transmission-equipped cars.

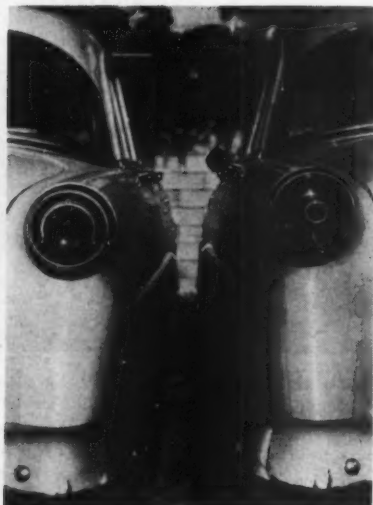
Low speed pick-up of the car equipped with Fordomatic, a torque converter (Continued on page 68)



Simplified front-end treatment of the '53 Ford (right) may indicate trend in design



MT Research staff-man Bob Hoeppner rests right hand on comparatively high sill



Jet-tube tail lights of '53 model (right) give better light, can be seen to side

Twenty-four



Improved suspension system of '53 got a good report from MT Research testing staff. While car still has some lean, consensus is that it hugs road well on mountain curves

Motor Trend

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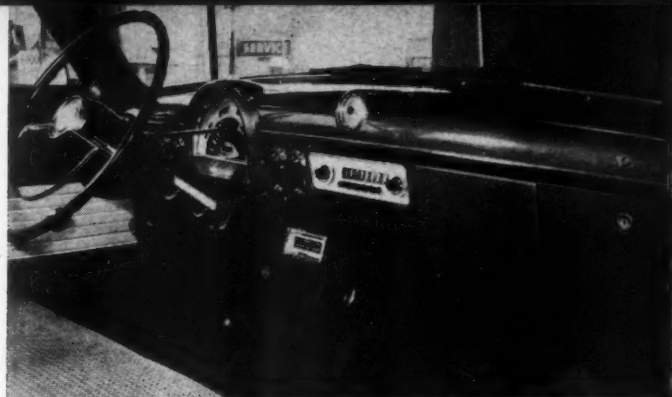
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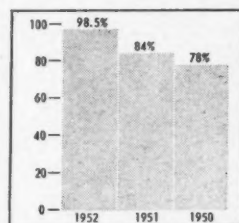
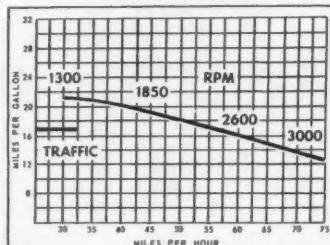
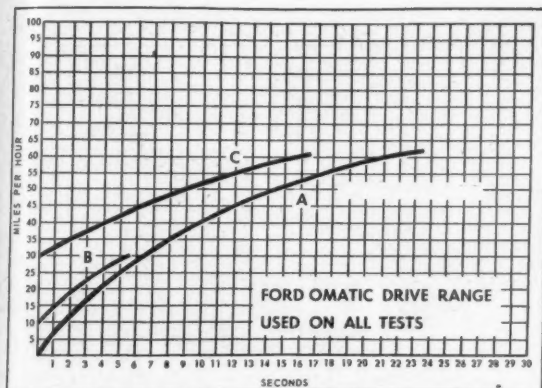
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PERFORMANCE GRAPHS:

ACCELERATION FUEL CONSUMPTION DEPRECIATION



Instruments on '53 Ford are grouped in front of driver.
The far right side of dash is completely free of projections



1953 FORD V-8 TEST TABLE

(Equipped with Fordomatic transmission)

PERFORMANCE

ACCELERATION IN SECONDS

(Checked with fifth wheel and electric speedometer)	
Standing start 1/4 mile	21.4
0-30 mph (0-32, car speedometer reading)	6.5
0-60 mph (0-67, car speedometer reading)	23.3
30-40 mph (DRIVE range)	4.1
40-50 mph (DRIVE range)	5.1
50-60 mph (DRIVE range)	7.5
60-70 mph (DRIVE range)	11.8

TOP SPEED (MPH)

(Clocked speeds over surveyed 1/4 mile)	
Fastest one-way run	88.2
Slowest one-way run	84.1
Average of four runs	86.5

FUEL CONSUMPTION IN MILES PER GALLON

(Checked with fuel flowmeter, fifth wheel, and electric speedometer)	
Steady 30 mph	21.1
Steady 45 mph	19.1
Steady 60 mph	15.9
Steady 75 mph	12.8

BRAKE STOPPING DISTANCE

(Checked with electrically actuated detonator)	
Stopping distance at:	
30 mph	41 ft. 3 in.
45 mph	102 ft. 10 in.
60 mph	189 ft. 4 in.

GENERAL SPECIFICATIONS

ENGINE

Type	L-Head V-8
Bore and stroke	3.19 x 3.75
Stroke/bore ratio	1.18:1
Compression ratio	7.2:1
Displacement	239.4 cu. in.
Advertised bhp	110 at 3800 rpm
Piston travel @ max. bhp	2375 ft. per min.
Bhp per cu. in.	.459
Maximum torque	194 lbs.-ft. @ 2000 rpm
Maximum bmp	123.5 psi

DRIVE SYSTEM

Transmission: Fordomatic-torque converter with automatic planetary gear train.
Rear axle: Semi-floating Hotchkiss drive, using hypoid gears.

Ratios:	Coupe & Sedans	Station Wagons
Conventional	3.90 (4.10)	4.09 (4.27)
OD	4.10 (3.31, 3.90)	4.27
Fordomatic	3.31 (3.54)	3.54

DIMENSIONS

Wheelbase	115 in.
Tread	Front—58 in., rear—56 in.
Wheelbase/tread ratio	2.01:1
Overall width	74.3
Overall length	197.8
Overall height	62.3
Turning diameter	40 feet
Turns lock to lock	5
Weight (test car)	3480
Weight/bhp ratio	31.6
Weight distribution	Front—58.4, rear—41.6%
Weight/sq. in. brake lining	20.0 lbs.
Tire loading (curb wt.)	94.8% recommended max.

PRICES

(All prices are factory delivered prices and include retail price at main factory, provisions for federal taxes, and delivery and handling charges.)

MAINLINE:	V-8	SIX
Four-door Sedan	\$1756.09	\$1690.47
Two-door Sedan	1717.20	1641.59
Business Coupe	1613.53	1537.33
Station Wagon		
(Ranch Wagon)	2095.07	2018.90
CUSTOMLINE:		
Four-door Sedan	1858.35	1782.69
Two-door Sedan	1809.45	1733.79
Station Wagon		
(Country Sedan)	2266.74	NA
Club Coupe	1809.50	1743.29
CRESTLINE:		
Convertible Coupe		
(Sunliner)	2229.92	NA
Hardtop Coupe (Victoria)	2120.23	NA
Station Wagon		
(Country Squire)	2403.24	NA

ACCESSORIES

Fordomatic transmission	\$184.00
Overdrive	109.70
Radios: 6-tube	87.50
8-tube	99.50
Heaters: Deluxe	71.43
Recirculation	43.89
Clock (electric)	14.70
Directional signals	15.26
Windshield washer	9.59
Tinted glass	23.13
Whitewall tires	26.70

SAFETY CHECK

	YES	NO
DRIVER SAFETY:		
1. Blind spot at left windshield post at a minimum?	X	
2. Blind spot at rear vision mirror at a minimum?		X
3. Vision to right rear satisfactory?	X	
4. Windshield free from objectionable reflections at night?	X	
5. Dash free from annoying reflections?	X	
6. Left side of dash free of low projections?	X	

7. Cigarette lighter, ash tray, and glove compartment convenient for driver? X

DRIVER AND PASSENGER:

8. Front seat apparently locked securely at all adjustment points? X

9. Metal strip eliminated between front quarter window and main door window? X

FRONT PASSENGER:

10. Mirror free of sharp corners? X

11. Right side of dash free of projections? X

12. Adequate shock-absorbing crash pad? X

REAR SEAT PASSENGERS:

13. Back of front seat free of sharp edges and projections? X

14. Rear interior door handles inoperative when locked? X

15. Adequate partition to keep trunk contents out of passenger compartment on impact? X

(MOTOR TREND constantly improves its test procedures. Because of this, we are dropping percentage ratings on the Safety Check to avoid seemingly inaccurate comparisons between cars from month to month.)

OPERATING COST PER MILE ANALYSIS

(In this portion of the test table, MOTOR TREND includes those items that can be figured with reasonable accuracy on a comparative basis. The costs given here are not intended as an absolute guide to the cost of operating a particular make of car, or a particular car within that make. Depreciation is not included.)

1. Cost of gasoline	\$156.95
2. Cost of insurance	121.60
3. Maintenance:	
a. Wheel alignment	6.50
b. 1/2 brake reline	12.40
c. Major tune-up (one)	6.95
d. Automatic transmission (adjust, change lubricant)	14.00
First year of operation cost per mile	3.24

MAINTENANCE AND REPAIR COST ANALYSIS

(These are prices for parts and labor required in various repairs and replacements. Your car may require all of them in a short time, or it may require none. However, a comparison of prices for these sample operations in various makes is often enlightening.)

Part	Cost	Labor
1. Distributor	\$12.85	\$ 1.40
2. Battery	18.95	1.70
3. Fuel pump	5.64	1.75
4. Fan belt	1.62	1.40
5. Valve grind	2.40	38.15
6. One front fender	28.12	12.25
7. Two tires	42.44	
8. One bumper	30.53	2.80
TOTALS	\$142.55	\$58.45

DAYTONA BEACH SPEED WEEK

*Olds 88s at Daytona took most of honors.
Fonty Flock left field behind in first turn*



Photos by Frank W. Trembley and Max Coan

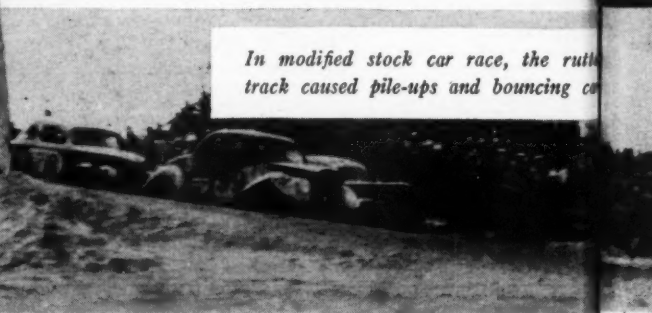
FIFTY YEARS OF SPEED at Daytona Beach, Fla., was given the complete treatment this year in an extensive celebration lasting from January 24 through April 4. Assaults on speed have been commonplace at Daytona since the days of Alexander Winton, who in 1903 established a record of 69.198 mph through the measured mile, and Sir Malcolm Campbell, who drove his famed Bluebird to a new world's record of 276.816 mph on March 7, 1935.

The activity pictorially presented on these pages is representative of the spectacular events occurring during the 1953 50th Anniversary celebration. In the 160-miler and in the speed runs, Oldsmobile took the honors in the stock car class. Bill Blair hit an average of 89.5 mph in his Olds in the 160-mile race, breaking the former record held by Marshall Teague in a Hudson. Bob Pronger in another Olds clocked an average 113.38 mph in a two-way run to top the stock car trials. John Rutherford in his Jaguar XK-120C averaged 134.07 mph in the trials for sports cars.

Annual Speed Week, a part of the festivities, drew tremendous interest. Those who like speed and are interested in drivers and performance of cars, will find other events—not as spectacular, perhaps, but still interesting—taking place all over the country in the coming summer months.

*Bill Blair, winning Olds driver, receives
mounted Hudson trophy from Miss Nascar*

*In modified stock car race, the rutted
track caused pile-ups and bouncing co*

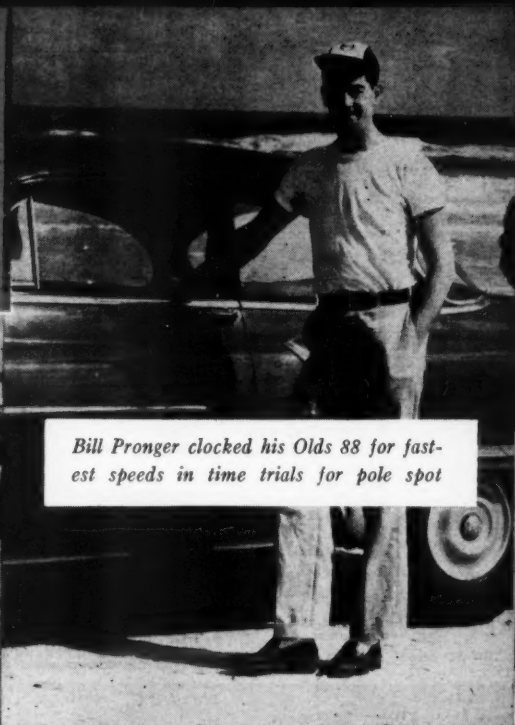


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This colorful annual event begins a series of spectacular attempts at speed on tracks and strips all over the country



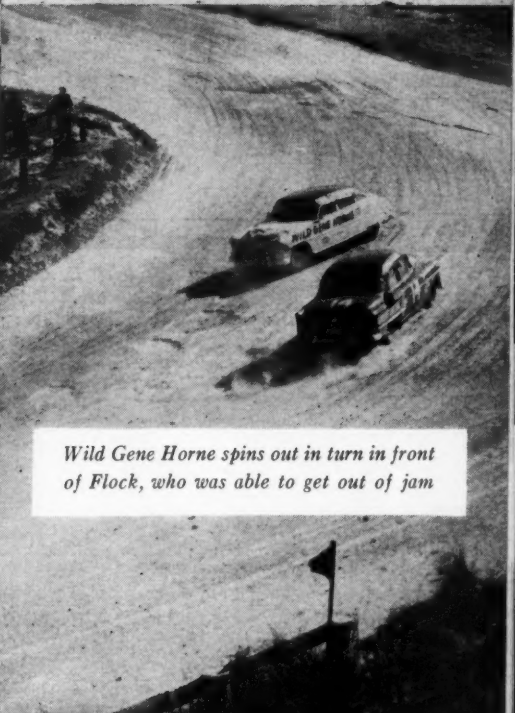
Sports car time trials brought the Jaguar XK-120C top honors with 137.87 mph



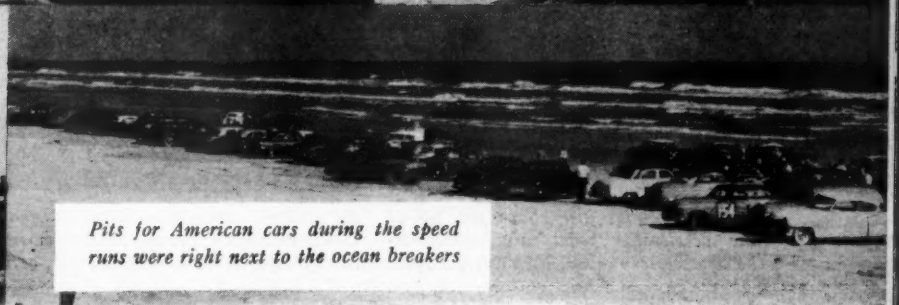
Bill Pronger clocked his Olds 88 for fastest speeds in time trials for pole spot



John Rutherford, speedboat pilot and race driver since 1909, just before start of run



Wild Gene Horne spins out in turn in front of Flock, who was able to get out of jam



Pits for American cars during the speed runs were right next to the ocean breakers



PONTIAC EIGHT

An all-around car with many features of more expensive makes, the Pontiac remains a satisfactory though unspectacular choice in the price field just above the lowest

By PETE MOLSON and WALT WORON

Photos by Jack Campbell

BOX SCORE:

ACCELERATION

Standing 1/4 mile

30-60 mph

BODY WORK

BRAKES

Stopping distance avg.

@ 30, 45, 60 mph

EASE OF HANDLING

FUEL ECONOMY

Averages @ 30,

45, 60 mph

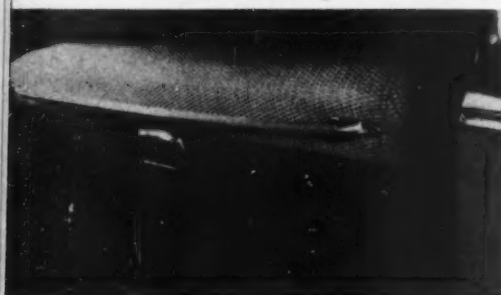
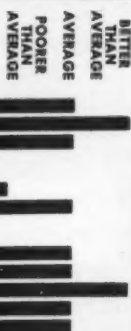
INTERIOR

RIDE

ROADABILITY

TOP SPEED

This box score is based on the average of all '52 cars tested except for the ratings on Interior and Ride, which refer to the average of other cars in the same price class (see February '53 MT).



Pontiac sedan's front-seat back is neat, has an ashtray for convenience. Cord assists passengers in getting in and out



On the firewall, just above the tip of the accelerator pedal, are clearly labeled accessory fuses, each with a spare

Twenty-eight

LIKE MOST GENERAL MOTORS cars, the Pontiac attempts rather successfully to be all things to all men. It is lively and fast. It is impressively big and heavy (the MT Research car weighed 3910 pounds). It is outstandingly economical to operate and maintain. It is colorful but not radical in appearance.

Perhaps the Pontiac's most desirable feature is its price, which is not far above the low-price cars. For some years now it has led its direct competitors in sales. The most popular Pontiac (the eight-cylinder, four-door sedan with Hydra-Matic) is not the cheapest one, however. The MT Research staff, as usual, made tests with the most popular model. Since it was equipped like the '52 test car in all major components, including engine, transmission, and rear axle ratio, the performance figures of the two cars are directly comparable. The new model has a slight edge in virtually every department.

New, but Not Too New

The one major change in the 1953 Pontiac is its lower and wider body, the outer shell of which it shares with the Chevrolet.

The short rear overhang is unusual in present-day cars.

The car retains an obvious kinship with the 1949-1952 models. Slight changes, but no decrease, are noticeable in the chrome bars and strips that have become a Pontiac trademark. The rear fenders now have fins, but these are without function; the taillights are low, and the fenders are invisible from the front seat. The deck lid is higher and drops off more sharply.

Trunk length is short, and the new lid thus brings its total space only up to average. Loading the compartment or removing the spare tire is now an easier job because of the new low sill. The compartment is lined with cotton cloth in a satisfactory manner, though its edges are unbound as in most cars of this price class.

Through the Driver's Eyes . . .

The car's interior is unusually bright with chrome, paint and fabric. Harmonizing shades of one color are used for the instrument panel and steering wheel as well as the upholstery. The dash—at first it appears more decorative than functional—actually could show a thing or two



All controls are quickly identified and within reach in Pontiac's roomy front seat. Combination clock-radio speaker is unsafe if passenger pitches forward. One floor switch dips lights as usual, other activates the Autronic Eye (behind wheel rim)

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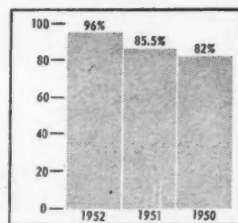
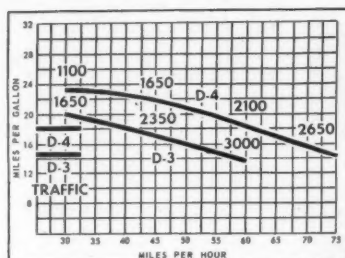
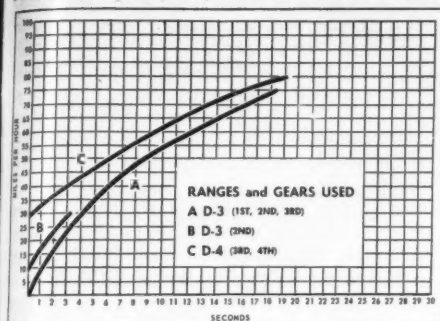
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ACCELERATION, FUEL CONSUMPTION AND DEPRECIATION CHARTS



to many a utilitarian-looking set of controls.

Four conventional instruments line up directly below the speedometer. Heater and vent controls are easily adjusted without awkward contortions while driving. They, and the optional red light which flashes when the parking brake and ignition are on, are built into the panel rather than hanging dangerously from its lower edge. The lettering on all instruments and controls is legible. At night, all of them—including the heater controls—are softly illuminated in green. A rheostat control for the dash lights is operated by turning the pull-out headlight switch. Even at their brightest, the panel lights do not glare in the driver's eyes.

Many new points have been added this month to our Safety Check. They are explained in the Cadillac road test (page 32).

The panel is considered unsafe by the MT Research staff because of a number of contributing factors. Most apparent is the sharp-edged radio speaker, which could be bad in a sudden stop. Flat-type paint on the panel top minimizes glare,

but the abundance of chrome on the steering wheel crossbar (and on the panel itself) can produce nasty reflections when the sun is behind the car or at certain angles in front. This irritating feature, noted on last year's test car, was not eliminated when the car was restyled for '53. Still in its position at the extreme right—and still of the door type—is the glove compartment. It is thoughtfully equipped with a clip to keep the owner's manual handy yet aloof from the usual confusion therein, and is roomy.

In the upper left corner of the Pontiac's dash was an Autronic Eye, GM's automatic photo-electric headlight dimmer. MOTOR TREND is considering an accessory trial to evaluate fully the merits and disadvantages of this optional device, which is a stop-gap for the currently unsolved problem of headlight glare.

Today's sealed-beam headlights, when dimmed, cannot be called adequate for high-speed driving. When surprise dimming must be anticipated, the night can become even more hazardous.

Windshield posts are fairly narrow; they satisfactorily eliminate the blind

spot present in the '52 car. The new body has a one-piece curved windshield and back window. Vision to the rear is excellent. To the front, it is interrupted by an old-style high hood and by the rear-view mirror (toward the right). The fenders are comparatively low; the right-hand one cannot be seen from the driver's seat.

Cranks have been restored to the front vent panels for easier operation. Those in the rear still have push-type handles.

Materials used in the Pontiac appear durable, being of the closely woven kind. Seats, padded with foam rubber as an optional extra and upholstered with greater care than in many cars, are comfortable both front and rear, though the back springs are not covered. In height, they are the usual General Motors compromise, midway between the Chrysler and Studebaker extremes. Front and rear combination door handles and armrests, though adequate, would add considerably to comfort if they were longer and extended farther back. The vinyl coverings should give long wear.

Ashtrays, both front and rear, are less than adequate. Satisfactory for the driver,



In outline, the '53 Pontiac is a handsome, heavy-looking car. "Dual Streak" motif appears on hood, deck, and sides. Profusion of chrome shapes (vertical fin headress on Indian, circular ornaments on rear fender and grille, teardrop trim at radio aerial, right-angle trim at gasoline filler, dipping chrome molding on rear door) lends confusion to a basically pleasing design

PONTIAC EIGHT

continued



Though not a new design, flat-head eight has economy, acceleration and speed, comparatively short stroke, plus accessibility

the single front one requires the passenger to reach over into the control panel. Two well-placed ashtrays, or at the very least, one extra-large one located scientifically at the exact spot where everyone in the seat can use it with ease, are now a necessity and their recognition as such is long overdue.

Many curses will be avoided by the position of the accessory fuses. With their spares, they are on the driver's side of the firewall. All are labeled.

An Odd Change

An improved jack which lifted the entire side of the car with greater safety for the operator was introduced by Pontiac in 1952. This year, it has given way to the conventional bumper jack. An alteration for serviceability is the return of the hood latch to the outside of the car. Much was made of the tamper-proof feature of the interior latch when it first appeared before the war. However, in long-term operation it has sometimes been unsatisfactory.

Engine and Transmission

Pontiac's engine starts easily and quickly with the ignition key. Idling is smooth and silent. The L-head straight eight, which Pontiac has used for many years in essentially unchanged form, is somewhat more accessible for repairs than the newer and more compact V-8s, whose engine accessories may conceal them almost completely.

Bore and stroke are 3 3/8 by 3 3/4 inches, less "under square" than in most older-type engines. Displacement of 268.4 cubic inches and a compression ratio of 7.7:1 (with Hydra-Matic) give 122 hp at 3600 rpm and 227 foot pounds of torque at 2200 rpm. A full-flow, precipitation-type oil cleaner is built into the crankcase and has no filter element to replace.

Even with the "economy" axle (3.08:1) introduced in 1952 on Hydra-Matic equipped cars, this engine is more than adequate for acceleration at low and high speeds. Mobilgas Special (premium) fuel did not always satisfy its appetite,

(Continued on page 64)

1953 PONTIAC EIGHT TEST TABLE

(Equipped with Hydra-Matic Transmission)

PERFORMANCE	
ACCELERATION IN SECONDS	
(Checked with fifth wheel and electric speedometer)	
Standing start 1/4 mile	20.2
0-30 mph (0-32, car speedometer)	5.1
0-60 mph (0-64, car speedometer)	18.8
30-40 mph (DRIVE range)	3.1
40-50 mph (DRIVE range)	3.6
50-60 mph (DRIVE range)	3.5
60-70 mph (DRIVE range)	5.4
70-80 mph (DRIVE range)	7.5

TOP SPEED (MPH)	
Fastest one-way run	97.8
Slowest one-way run	91.8
Average of four runs	94.7

FUEL CONSUMPTION IN MILES PER GALLON	
(Checked with fuel flowmeter, fifth wheel, and electric speedometer)	
	D-3 D-4
Steady 30 mph	26.6 23.3
Steady 45 mph	17.0 22.0
Steady 60 mph	13.9 17.9
Steady 75 mph	— 14.8

BRAKE STOPPING DISTANCE	
(Checked with electrically actuated detonator)	
Stopping distance at:	
30 mph	50 ft. 9 in.
45 mph	117 ft. 10 in.
60 mph	200 ft. 9 in.

GENERAL SPECIFICATIONS	
ENGINE	
Type	L-head In-line 8
Bore and stroke	3 3/8 x 3 3/4
Stroke/bore ratio	1.1:1
Compression ratio	7.7:1
Displacement	268.4
Advertised bhp	122 at 3600 rpm
Piston travel @ max. bhp	2250 ft. per min.
Bhp per cu. in.	406
Maximum torque	227 lbs.-ft. at 2200 rpm
Maximum bmep	127.72 psi

DRIVE SYSTEM	
Transmission: Dual Range Hydra-Matic (fluid coupling with gears)	
Ratios: 1st, 3.82; 2nd, 2.63; 3rd, 1.45; 4th, 1.00; Reverse, 4.30. Standard transmission: 1st, 2.66; 2nd, 1.66; 3rd, 1.00; Reverse, 3.02	
Rear axle: Semi-floating hypoid drive	
Ratio: 3.07 with Hydra-Matic, 3.9 with standard transmission	

DIMENSIONS	
Wheelbase	122 in.
Tread	58 1/2 in.
Wheelbase/tread ratio	2.08
Overall width	76.64
Overall length	202.7
Overall height	63.25
Turning diameter	40 ft. 4 in.

Turns, lock to lock	4
Weight (test car)	3910
Weight/bhp ratio	32.1
Weight distribution	front 55.4%, rear 44.6%
Weight/sq. in. brake lining	22.9

PRICES	
(All prices are factory delivered prices and include retail price at main factory, provisions for federal taxes, and delivery and handling charges)	
Chieftain Six:	Special Deluxe
Four-door Sedan	\$2014.64 \$2118.53
Two-door Sedan	1956.36 2060.28
Convertible Coupe	NA 2444.21
Hardtop Coupe	2304.30 2370.43
Station Wagons:	
Two-seat painted	2449.61 2589.61
Three-seat painted	2505.15 NA
Chieftain Eight:	
Four-door Sedan	2089.62 2193.51
Two-door Sedan	2031.45 2136.32
Convertible Coupe	NA 2517.66
Hardtop Coupe	2379.99 2446.00
Station Wagons:	
Two-seat painted	2524.61 2673.61
Three-seat painted	2580.15
*For exterior grained finish on station wagons, add \$80.00 to above prices.	

ACCESSORIES	
Hydra-Matic	\$178.35
Power steering	177.40
Radio	79.91
Heater (under seat)	80.82
Autronic Eye	53.65
Whitewall tires	33.60
Tinted glass	32.21
Rear seat speaker	10.70
Basic Group: Radio, heater, directional signals, backup light, no-glare rear view mirror	193.53
Convenience Group: Under-hood light, glove compartment light, luggage compartment light, ashtray and floor light, brake light, outside rear view mirror, visor mirror	23.52
Appearance Group: Exhaust deflector, lighted hood ornament, rear fender shields, gas tank filler chrome strip	27.30
Protective Group: Bumper guards, wind guards	34.52
Comfort Group: Outside sun guard, traffic washer, foam rubber seats, windshield washer	57.74

SAFETY CHECK	
	YES NO
DRIVER SAFETY:	
1. Blind spot at left windshield post at a minimum?	X
2. Blind spot at rear vision mirror at a minimum?	X
3. Vision to right rear satisfactory?	X
4. Windshield free from objectionable reflections at night?	X
5. Dash free from annoying reflections?	X
6. Left side of dash free of low projections?	X

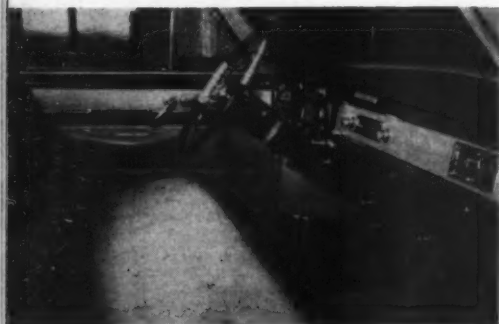
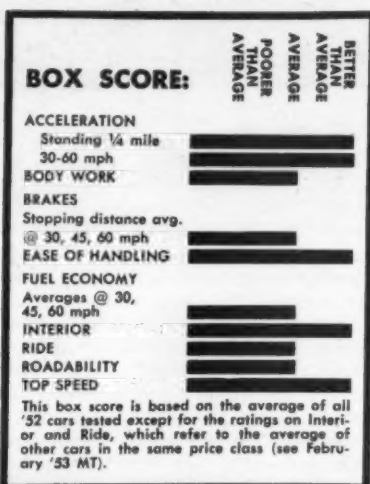
7. Cigarette lighter, ashtray, and glove compartment convenient for driver?	X
DRIVER AND PASSENGER:	
8. Front seat apparently locked securely at all adjustment points?	X
9. Metal strip eliminated between front quarter window and main door window?	X
FRONT PASSENGER:	
10. Rear view mirror free of sharp corners?	X
11. Right side of dash free of projections?	X
12. Adequate shock-absorbing crash pad?	X
REAR SEAT PASSENGERS:	
13. Back of front seat free of sharp edges and projections?	X
14. Rear interior door handles inoperative when locked? (Pontiac dealer will make optional adjustment without charge)	X
15. Adequate partition to keep trunk contents out of passenger compartment on impact?	X
(MOTOR TREND constantly improves its test procedures. Because of this, we are dropping percentage ratings on the Safety Check to avoid seemingly inaccurate comparisons between cars from month to month.)	

OPERATING COST PER MILE ANALYSIS	
(In this portion of the test table, MOTOR TREND includes those items that can be figured with reasonable accuracy on a comparative basis. The costs given here are not intended as an absolute guide to the cost of operating a particular make of car, or a particular car within that make. Depreciation is not included.)	
1. Cost of gasoline	\$145.80
2. Cost of insurance	121.60
3. Maintenance	
a. Wheel alignment	7.60
b. 1/2 brake reline	9.48
c. Major tune-up	5.40
d. Automatic transmission (adjust, change lubricant)	12.45
First year of operation cost per mile	.03

MAINTENANCE AND REPAIR COST ANALYSIS	
(These are prices for parts and labor required in various repairs and replacements. Your car may require all of them in a short time, or it may require none. However, a comparison of prices for these sample operations in various makes is often of pertinent interest to prospective owners.)	
PART	COST LABOR
1. Distributor	\$16.46 \$ 1.05
2. Battery	20.95 1.05
3. Fuel pump	8.70 1.75
4. Fan belt	2.43 .70
5. Valve grind	2.81 25.20
6. One front fender	36.40 10.50
7. Two tires	51.35 —
8. One bumper	24.77 1.05
Totals	\$163.88 \$41.30

**luxury, performance, even economy—
the cadillac has them—but above all, it is
the car with prestige**

Photos by Jack Campbell



Here sit the country's most envied drivers. Power steering put wheel grips out of their usual position with easy half turn



Cigarette lighter is located conveniently for rear seat passengers. Rope cord has concealed mountings in padded recess

Thirty-two

An MT Research Report By Walt Woron and Pete Molson

IN A LITTLE OVER A FIFTH of a minute, a '53 Cadillac will hit 60 mph from a standing start. In not too much longer, it will top 115. Much more impressive to us at MOTOR TREND, however, is the fact that the fuel economy of the '53 Cad is 30 per cent better than that of the '52 Cad. For this Cadillac should take a bow. They are increasing engine efficiency in a place where it hits you and us—the pocketbook. Let's hope we see similar increases with other '53 models.

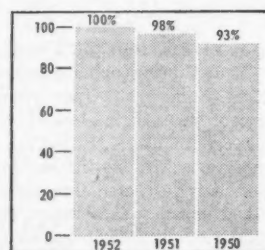
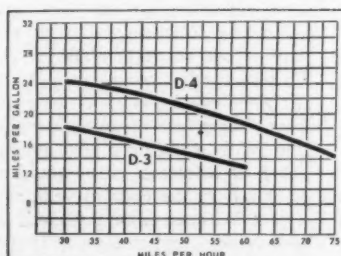
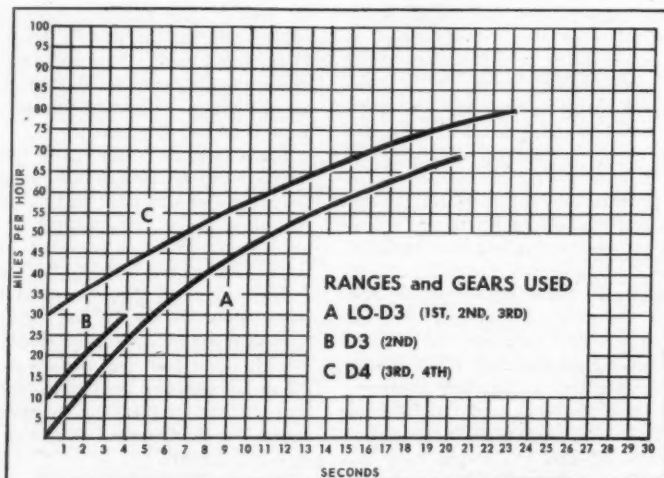
America's Glamour Queen

Cadillac is the car that most Americans—if their purses were unlimited—would choose above all others. It has so entrenched itself on the domestic scene that it has become to many people a symbol rather than a tangible automobile with direct competitors, at least pricewise, among four other well-known and highly respected U.S. cars. The most important factor in Cadillac's desirability is very probably the elusive one of prestige.

People Like Its Looks

In appearance, General Motors' top-drawer offering has grown a little less distinctive since it became virtually undisputed King of the Mountain in 1941. The ever-larger decorative Vs, the chrome wheel discs of 1947, and the fins of 1949 were quickly taken over by other makes though GM wisely held back whenever possible before using them on its lesser cars. On the other hand, Buick—not only on the Roadmaster but also on the medium-priced Super—has used the same body shell as the Cadillac for many years. The current body was introduced simultaneously on the two cars three years ago and has continued without visible change except for a heightened trunk lid.

CADILLAC



ACCELERATION, FUEL CONSUMPTION & DEPRECIATION CHARTS

Motor Trend

This is not to say that it is not satisfactory; in many respects it is extremely so. Not the least of these would seem to be appearance, if the popularity of both makes is an indication. Few Americans will wholeheartedly support something whose looks they don't like. Cadillac represents the heights of the solid GM school of design, whose main stock-in-trade consists of considerable length, width, and weight, even on the Chevrolet. Its second time-proved tactic lies in making all of these dimensions appear greater than they actually are.

Whether the appealing work of the Italian designers will eventually influence all American automobiles remains to be seen. It offers the advantage of better vision and of lower cost through the elimination of chrome. But it is a good bet that General Motors, at least, will not make radical changes in the looks of its standard products for some time to come.

Other Makers Please Copy?

For 1953, the Cadillac grille is even more massive than before. Two raised and



CADILLAC—AMERICA'S FAVORITE LUXURY CAR

enlarged bumper guards dominate it. Other cars may shortly adopt two new styling touches: extended chrome "eyelids" on the headlights, and the extremely handsome, optional chrome wheel discs with concave centers. Except for these changes and the squared-off rear deck, the casual observer will find the new car practically indistinguishable from 1950 and later models. From the standpoint of continuing owner satisfaction with a luxury car, this policy is wisdom itself.

From Inside

Let's take a look at the surroundings in which the typical owner of a '53 Cadillac controls his car. We say "controls," for driving, in one sense, is no longer necessary here. In minor respects, such as keep-

ing aware of exact engine oil pressure, it is not even possible. Being typical, our owner has a Series 62 four-door sedan, the model used for testing by MT Research.

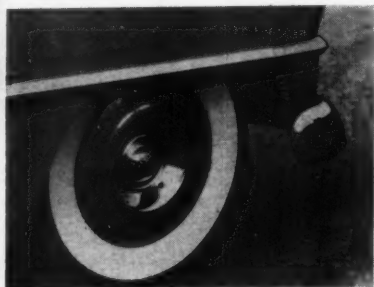
Doors, both front and rear, are wide. Getting in and out through them is easy. Their interior panels, like the rest of the interior, are finished in conservative good taste. Armrests are now an integral part of the panel; as a result they are much longer, and more comfortable for a variety of human statures. They incorporate a door pull, whose shape and metal finish make it resemble an ashtray. Fabrics and trim used on the doors, as elsewhere in the car, are excellent, on a par with other 1953 luxury cars.

The seats follow GM practice in being deep, comfortable, and of medium height.

The MT Research car was equipped with optional power seat adjustment and window lifts (the combination costs an additional \$138). Travel of the seat is the same as with the standard hand control: It rises as it moves forward; the seat back, rather sharply canted to the rear, does not change its angle.

Instruments, grouped directly in front of the driver, are surmounted by a large and legible speedometer. Fuel and temperature gauges use a white needle on a chrome ground and are not easy to read. Warning lights are provided for low oil pressure, battery discharge, and parking brake position. Replacement of the conventional oil pressure gauge and ammeter with light signals is hard to justify on an expensive car. Lights are an excellent adjunct to dials, but their information is too limited to make them a satisfactory substitute. The Hydra-Matic transmission range indicator has moved to the panel, where it can be scanned with the other instruments. As the staff observed last year, the two DRIVE range "notches" are too close together on the dial.

In many respects the Cadillac's beautifully finished dash does not reflect the best in present-day arrangement. The heater and ventilation controls, though solid and pleasant to operate, are unlighted. Two vent knobs, evidently not considered a part of the panel's design, are awkwardly located under the radio speaker. Twin map lights are a good feature.



Cadillac's wheels are always a center of interest, and for good reason. These unusual concave discs are optional extras



Cadillac's powerhouse lies in this seemingly crowded compartment, but access for service is not bad. Note 12-volt battery

CADILLAC continued

New Safety Ratings

This month MOTOR TREND is making a number of changes in its Safety Check, and it is interesting to see how Cadillac stands on the new points, and what improvement has been made over last year. The Cadillac mirror, unlike others, is adjustable up and down, and may be called the industry's safest in terms of effectively eliminating the blind spot. It is free of sharp edges. Again this year, the dash panel glares irritatingly at the driver. At the left side of the dash, where the driver's knees can slide forward quickly in a crash stop of even medium intensity, the hand brake and sharp ignition key protrude at too low a point for safety.

Location of the glove compartment has now joined that of the lighter and ashtray as a safety item. With front seats increasing in width, right-hand compartments have moved farther and farther away from the driver. The "reasonable man" of legal terminology cannot be expected to



The test Cadillac took fast corners, like this one, without discomfort for passengers.

stop his car whenever he needs his sunglasses, and reaching across a front seat as wide as the Cadillac's is not at all safe while driving.

On the passenger's side, the dash is commendably free of dangerous projections with the exception of the radio knobs; however, even one projection is a potential hazard. If you order a Cadillac without a radio, the right side of its dash will be as safe as that of any American stock car. It does not deserve a completely clean bill of health in this regard, for—in common with all other U.S. cars—it

lacks a crash pad with high shock-absorbing ability. (Those on the Kaiser Chrysler, though a step toward safety, have little function in a serious crash, but offer protection—especially to children—in ordinary quick stops.)

Safety for rear seat passengers is also a part of the new check list. The back of the front seat should be padded but so is this the Cadillac's is, but its ashtray and cigarette lighter project from the seat back. Its rear doors cannot be opened from inside or out, when the pushbutton

(Continued on page 70)

1953 CADILLAC TEST TABLE

PERFORMANCE	
ACCELERATION IN SECONDS	
(Checked with fifth wheel and electric speedometer)	
Standing start 1/4 mile	18.4
0-30 mph (0-32, car speedometer reading)	4.0
0-60 mph (0-63, car speedometer reading)	12.8
30-40 mph (DRIVE range)	2.9
40-50 mph (DRIVE range)	3.2
50-60 mph (DRIVE range)	3.3
60-70 mph (DRIVE range)	3.8

TOP SPEED (MPH)	
(Clocked speeds over surveyed 1/4 mile)	
Fastest one-way run	116.9
Slowest one-way run	113.9
Average of four runs	115.4

FUEL CONSUMPTION IN MILES PER GALLON	
(Checked with fuel flowmeter, fifth wheel, and electric speedometer)	
	D-3 D-4
Steady 30 mph	18.2 24.2
Steady 45 mph	15.6 22.1
Steady 60 mph	13.4 18.6
Steady 75 mph	— 14.5

BRAKE STOPPING DISTANCE	
(Checked with electrically actuated detonator)	
Stopping distance at:	
30 mph	44.9
45 mph	113.9
60 mph	195.9

GENERAL SPECIFICATIONS	
ENGINE	
Type	Overhead valve V-8
Bore and stroke	3 1/16 x 3 3/8
Stroke/bore ratio	0.95:1
Compression ratio	8.25:1
Displacement	331 cu. in.
Advertised bhp	210 at 4150 rpm
Piston travel @ max. bhp	2507 ft. per min.
Bhp per cu. in.	.63
Maximum torque	330 lbs.-ft. at 2700 rpm
Maximum bmep	150.14 psi

DRIVE SYSTEM	
Transmission: Dual Range Hydra-Matic	
Ratios: Reverse 4.30, 1st 3.82, 2nd 2.63, 3rd 1.45, 4th 1:1	
Rear Axle: Semi-floating hypoid drive	
Ratio: 3.07:1 on series 60 & 62; 3.77:1 on series 75	

DIMENSIONS	
Wheelbase	126 in.
Tread	Front—59 in., rear—63 in.
Wheelbase/tread ratio	2:1

Overall width	80 1/8
Overall length	215 3/16
Overall height	62 1/16
Turning diameter	45 ft.
Turns lock to lock	5
Weight (test car)	4660
Weight/bhp ratio	22.1
Weight distribution	Front—53.2%, rear—46.8%
Weight per sq. in. brake lining	18.0

PRICES	
(All prices are factory delivered prices and include retail price at main factory, provisions for federal taxes, and delivery and handling charges.)	
Series 62:	
Club Coupe	\$3571.33
Four-door Sedan	3666.26
Coupe de Ville	3994.57
Convertible Coupe	4143.72
El Dorado Convertible	7750.00
Series 60:	
Fleetwood Sedan	4304.88
Series 75:	
Eight-passenger Sedan	5407.54
Eight-passenger Imperial Sedan	5620.93

ACCESSORIES	
Power steering	\$176.98
Tinted glass	45.52
Radio (Signal seeking, pre-selector)	131.92
Radio (Signal seeking, pre-selector, remote control)	214.45
Autronic Eye	53.36
Heater	119.00
Wire wheels (chrome)	325.00
White wall tires (5)	47.77
Air conditioning	619.55

SAFETY CHECK	
	YES NO
DRIVER SAFETY:	
1. Blind spot at left windshield post at a minimum?	X
2. Blind spot at rear vision mirror at a minimum?	X
3. Vision to right rear satisfactory?	X
4. Windshield free from objectionable reflections at night?	X
5. Dash free from annoying reflections?	X
6. Left side of dash free of low projections?	X
7. Cigarette lighter, ash tray, and glove compartment convenient for driver?	X
DRIVER AND PASSENGER:	
8. Front seat apparently locked securely at all adjustment points?	X

9. Metal strip eliminated between front quarter window and main door window?	X
FRONT PASSENGER:	
10. Mirror free of sharp corners?	X
11. Right side of dash free of projections?	X
12. Adequate shock-absorbing crash pad?	X
REAR SEAT PASSENGERS	
13. Back of front seat free of sharp edges and projections?	X
14. Rear interior door handles inoperative when locked?	X
15. Adequate partition to keep trunk contents out of passenger compartment on impact?	X

(MOTOR TREND constantly improves its test procedures. Because of this, we are dropping percentage ratings on the Safety Check Chart to avoid seemingly inaccurate comparisons between cars from month to month.)

OPERATING COST PER MILE ANALYSIS	
(In this portion of the test table, MOTOR TREND includes those items that can be figured with reasonable accuracy on a comparative basis. The costs given here are not intended as an absolute guide to the cost of operating a particular make of car, or a particular car within that make. Depreciation is not included.)	
1. Cost of gasoline	\$149.85
2. Cost of insurance	146.60
3. Maintenance	
a. Wheel alignment	6.00
b. 1/2 brake reline	13.50
c. Major tune-up (one)	16.50
d. Automatic transmission (adjust, change lubricant)	16.00
First year of operation per mile	3.5c

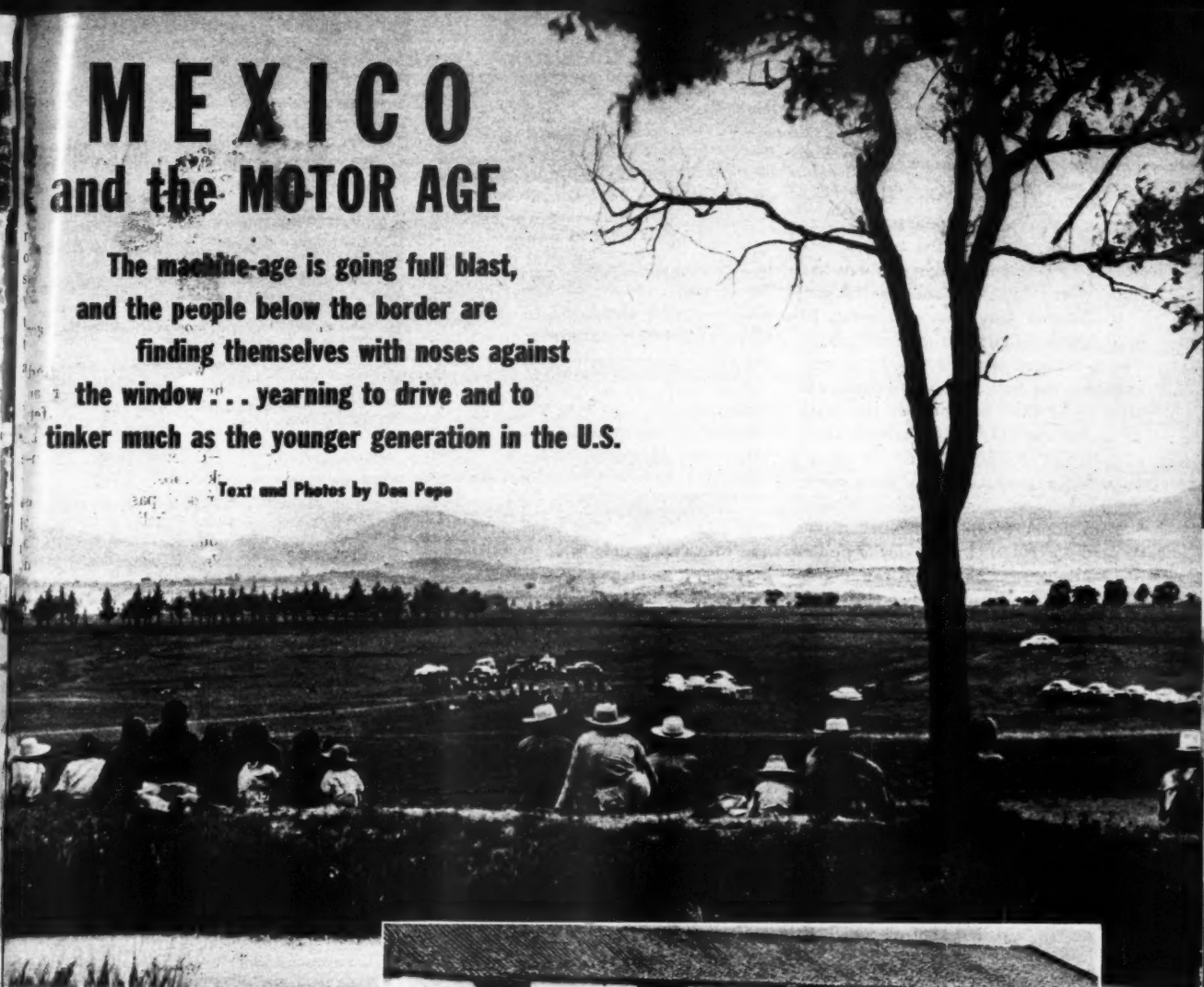
MAINTENANCE AND REPAIR COST ANALYSIS	
(These are prices for parts and labor required in various repairs and replacements. Your car may require all of them in a short time, or it may require none. However, a comparison of prices for these sample operations in various makes is often of pertinent interest to prospective owners.)	
Part	Cost Labor
1. Distributor	\$19.03 \$ 2.10
2. Battery	25.80 1.75
3. Fuel pump	17.50 1.75
4. Fan belt	3.34 1.05
5. Valve grind	9.72 33.25
6. One front fender	60.17 12.25
7. Two tires	61.72 1.40
8. One bumper	53.49
TOTALS	\$250.77 \$53.55

MEXICO

and the MOTOR AGE

The machine-age is going full blast,
and the people below the border are
finding themselves with noses against
the window... yearning to drive and to
tinker much as the younger generation in the U.S.

Text and Photos by Don Pope



IN AN OLD colonial town a few miles off the Mexico City-Leon leg of the Pan-American Highway, there's a former Princeton man who runs an art school. He's lived in the town and been popular with the people a long time. He manages the baseball team and the Lions Club. But perhaps his best contribution to the town is a battered jeep. Everybody knows the jeep. He lets the local boys take turns driving it. They all dig into its insides until it's a wonder it has any, and they hang all over its outside until anything but a jeep would give up.

These kids are hungry. The machine-age banquet is going full blast, and they find themselves with noses against the window. They yearn to drive and tinker as much as any kid in Los Angeles, but except for the jeep and the car of a rare trusting tourist who succumbs to "Park your car, meester?" there is nothing for them to work out on. In their foreseeable lifetime, they have about as much



Enthusiasm for rallies is growing in Mexico. Cars are parked in a hacienda barnyard

The Mount Popo lineup stretches across the valley. Note variety of cars, costumes





chance of owning a car as the average American has of owning a yacht. The machine age has come to the Mexican village all right—but it has

come towed by oxen, and out of gas.

In Mexico City, one of the top 10 most populated cities in the hemisphere, live two thirds of the 300,000 cars registered in the entire country. People will assure you that, leaving out the taxis, there are more Cadillacs among them than Fords or Chevys. This isn't quite true, but near enough to make a point. A Cadillac costs about \$7000 in Mexico, a Ford about \$3000. A laborer makes around 75 cents (U. S.) a day, a policeman a dollar, a bank clerk \$50 a month, a top bilingual secretary maybe \$100, a full university professor \$150 a month. So, for most of the city people too, the automobile must remain for an indefinite time a common carrier instead of a private pride.

For practical purposes (automotively speaking) one is obliged to eliminate the entire rural population (about 75 per cent of the whole country). Then out go the villages and towns. In the cities, scratch the entire laboring class and most of the white-collar class. Keep scratching until you get to the lawyers and doctors, engineers, businessmen, and upper-echelon politicians. These, it is statistically obvious, are the only ones who make enough money to buy cars. Statistics will also prove to you that there can't be very many of them, proportionate to the total city population.

But try to drive down Insurgentes or the Reforma any afternoon, or get fouled up in bull-ring traffic around the Plaza Mexico, and a tome of statistics won't get you home for an early supper. You will also notice a lot of people driving cars, often new cars, who give every appearance of belonging to the economic groups we have just brushed off.

The answer? *Quien sabe?* Which in Mexico means not only "who knows?" but generally implies "who cares?" Being a busybody American, I care. But I don't know.

At any rate, Mexico is poor. It has no automobile industry except assembly plants, which pay low wages (by Detroit standards) and wind up with high costs. Credit is chronically scarce with interest rates starting at about eight per cent and going on up. There is yet no substantial middle class. And the streets

are jammed with cars and getting more jammed.

Consider what has happened on the sport side of the picture in the three years since the first Mexican Pan-American Road Race. In 1949, according to present recollection, there was just one sports car in Mexico City, and perhaps in the country—an old Jaguar SS100. Today, there are an estimated 150 that, given a flexible definition, can be classified as sports. Percentagewise, that works out pretty impressively.

Practically everyone agrees that the three Pan-Am races have been a big factor. Racing has dramatized the automobile to the Mexican people as it did to Americans back in Vanderbilt Cup days. Taruffi, Ruttman, Mantz, Bracco—these and other drivers have been idolized by the Mexican people with an emotional intensity usually reserved for top bull-fighters. Millions of people, most of whom consider themselves fortunate if they own one burro, have been excited by the glitter of costly European iron.

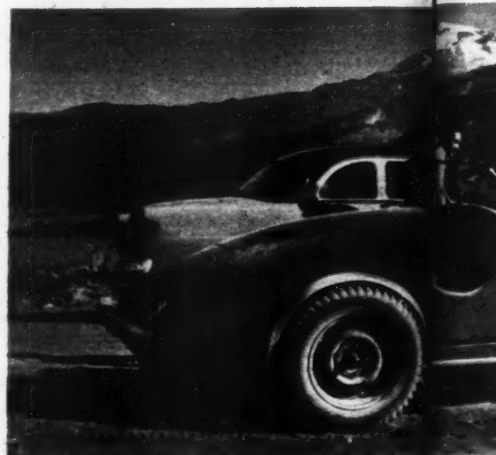
In the city, enough effective demand for the foreign glamour jobs has been stirred to increase that lone Jag by some 10 XK-120s, at least as many Mark VIs, plus eight or 10 MGs, a couple of Ferraris, Lancias, Alfa Romeos, Simcas, and the Porsche convertible that was brought from Germany for the 1952 Mexican race.

The list is only partial, and short supply and inflated prices have kept the total from being considerably larger. U. S. buyers get first crack. Mexican import duties run 30 to 40 per cent, the higher figure applying to open cars. MGs, particularly hard to find, cost over \$2500.

Most car owners who were looking for sports cars and lacked Ferrari pocket-books wiped the stardust out of their eyes after the 1951 Mexico race. They turned their attention to the surprising performances turned in by good old Detroit names under the influence of what was euphemistically referred to that season as "slight modification." It would be a guess, but a pretty safe one, to say that the biggest single influence on Mexican car hobbyists has been, not a Ferrari or a Mercedes, but a beat-up old Mercury driven by Troy Ruttman and bewitched by Clay Smith. When that outwardly humble vehicle wound up in fourth place, outclassed only by \$15,000 Ferraris, it gave everybody with an old bucket of bolts—or a chance of acquiring one—new hope.

It is to the bucket-of-bolts boys that we must turn to find most of those 150

(Continued on page 82)



This Ford Special was built by Mexico City garage owner. It did well at Popo





Caught between the photographer and this Fregate (left) a thoroughly confused dog creates hazard on Popo climb

A hot rod incongruously sits at monument where Cortez crossed pass on way to land where Mexico City now stands

Road hazards are not confined to dogs. Driver of a Fregate had to sit on his horn to get horse and rider to move over

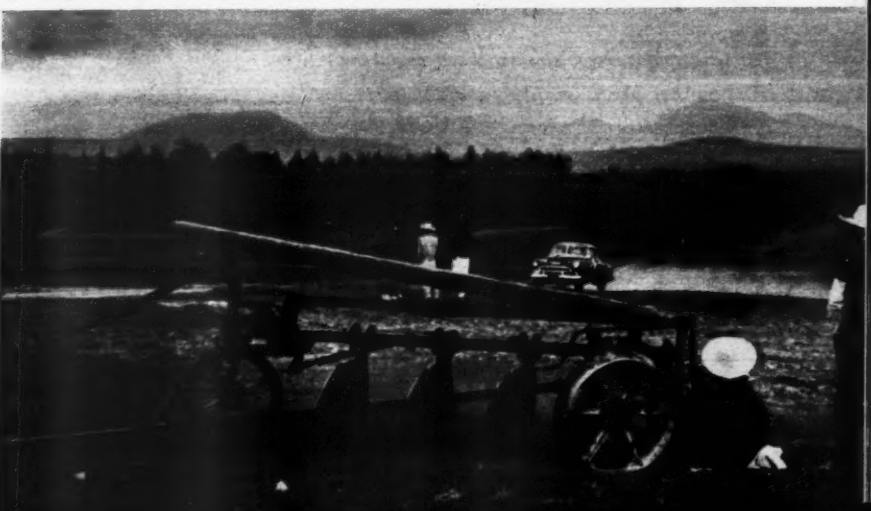


Hillclimb finish (below) was at 12,000 feet, but Mt. Popo's top is 17,000 feet



A rally assembles below historic Rancho Arroyo, in older days a self-contained social unit with its own picturesque church. The tower can be seen in background

A study in contrasts. This picture is typical of scenery to be found in automotive sporting events south of the border. The sport will grow, but how fast is a guess





Dechroming of this Studebaker's hood sends the eye to a low-set concentration of chrome with wheel discs, bumper tips, Mercury grille



An example of the opposite approach: more and still more chrome. The functional airscoops follow the car's original heavy look



Substitution of Kaiser grille and disappearance of hood ornament, lettering and central spinner have cleaned up front of this Ford Hudson has taken readily to a treatment similar to that used on Ford above. However, abundance of seams detracts from good looks



HEADS

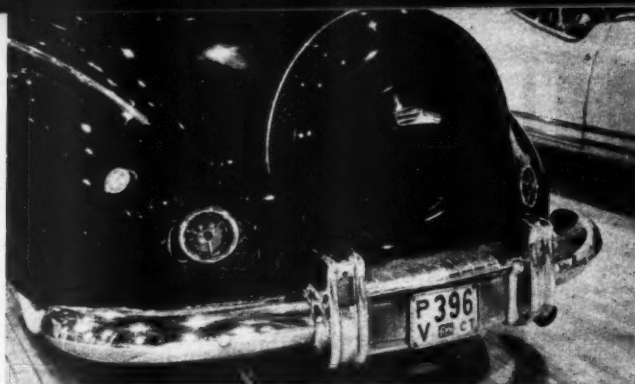
Customizers with time and money to spare may remodel an entire car. Most of us lavish more tender care on one end or on the other

Photos by Bill Harkins

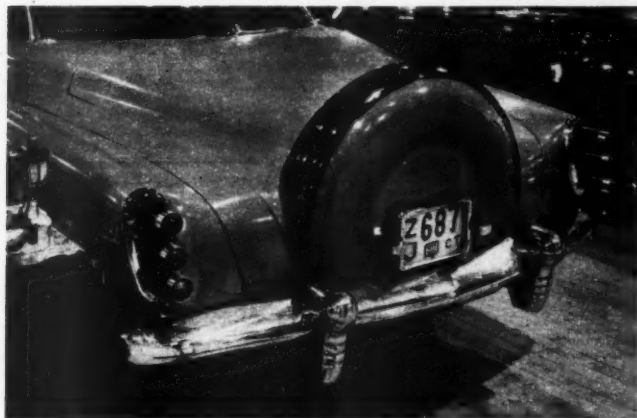
CUSTOM FANS fortunate enough to visit the recent World Motor Sports Show in New York found plenty of ideas there. Especially interesting was the array of grille and deck treatments. Up front, the tendency was to neatness and simplicity; such plain grids as Nash and Frazer stock grilles appeared on many a dechromed model as almost the sole decoration.

In the rear, things were different. Fins and antennae joined the ubiquitous spare tires, which emerged timidly in some cases and aggressively in others. Bumpers, fenders, and taillight housings held exhausts. Even tire treads came out of concealment to add their workmanlike patterns to the busy activity.

Motor Trend



Upright spare on rear of '40 Mercury repeats its decisive stock lines. The thin chrome tire molding is also well in keeping



Odd "spare tire" overhangs bumper, does not show up again beneath. Studebaker is a '47. Note tubular taillight mountings on rear

S or TAILS?



Unusual continental tire on a '41 Plymouth. Buick bumper has parking light "bombs" upended for use as exhausts.

This Buick's fin has different shapes when seen from different angles. Effect results from the contrasting color scheme



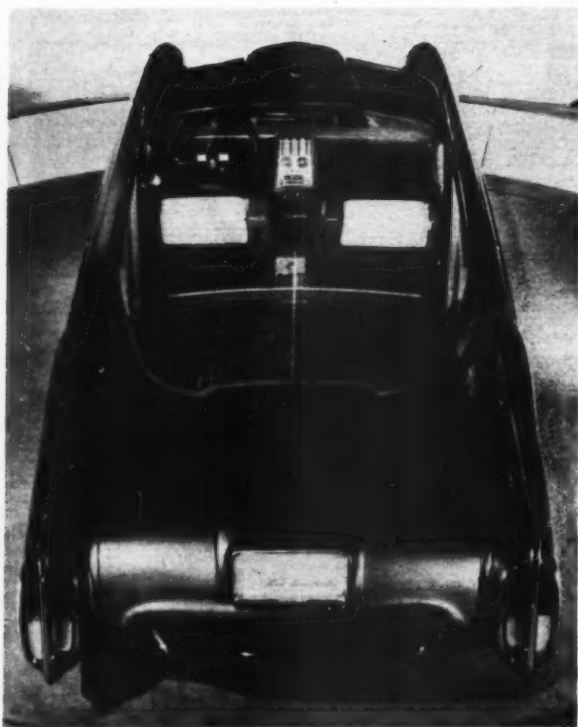
Cabana-like Cadillac has adopted parts from other GM products, including Buick taillights, one from Olds on dorsal fin

Olds, whose styling combines curves and angles, is happy recipient of false tire cover. Note taillight radio antenna



LINCOLN'S XL-500

A Look into the NEAR Future



TINTED GLASS—glareproof and heat-resistant—tops the entire passenger compartment of the Ford Motor Company's XL-500 (The name was changed after our cover went to press). Scarlet Fiberglas forms its lower body. Chrome is not used at all as pure applied decoration.

Rear fenders hump frankly over the wheels. Front bumpers curve without a break into heavy side guard rails that continue to the rear of the car. The flat, raised outline of the functional airscoop is picked up again by the radio and air-conditioning louvers back of the rear seat.

Underneath, the car is a modified '53 Lincoln, with a more powerful version of the current engine. It has power brakes and power steering. Less than 57 inches high when loaded, it is 81½ inches wide and 216¼ inches long.

In the red and white leather interior, luxury abounds. If you want to make a phone call, pick up the handset at your elbow. Automatically the antenna above the windshield swings upright. If you forget the date, a calendar remembers.

Switches on the control pedestal between the front seats—this is a true four-passenger car—will record a speech or a letter, raise the hood or trunk lid, or even hoist your car in the air. You need not stir from your seat.

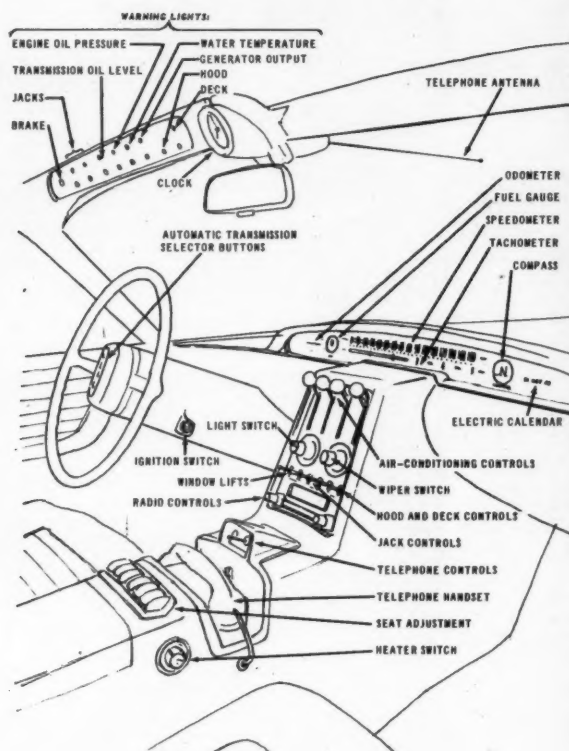
Lest you find an automatic transmission selector lever too great a strain on your arm, pushbuttons in the center of the steering wheel control the XL-500. A pedal works the horn.

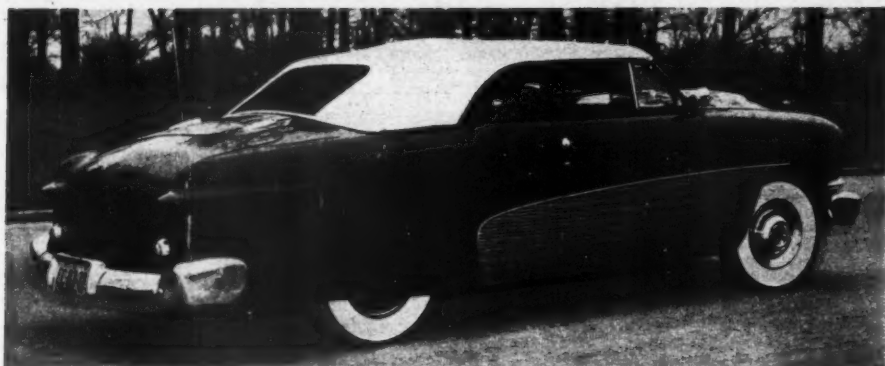
Eye travel from road to instruments has been shortened by the new position of warning lights on the windshield header bar. In the dash panel, however, where the speedometer, tachometer, fuel gauge and calendar are located, a unified appearance has taken precedence over utility. The panel follows the central bulge of the airscoop, instead of being in front of the driver where it belongs for safety.



The central pedestal terminates in the rear compartment as a heater. Complete air-conditioning keeps the "bubble" smoke and mist-free, eliminating the quarter windows.

Although the XL-500 is radical in appearance by today's standards, it may not be as far in the future as some think. In fact, we have reliable information that the 1954 Lincoln *may* feature the front end and rear fender treatment.





The striped Ford is owned by Tony Volpe. It features a hydraulically operated top which fits a chopped windshield. Grille is from a Canadian Meteor; hood features an air scoop



DETROIT EMBRACES CUSTOM



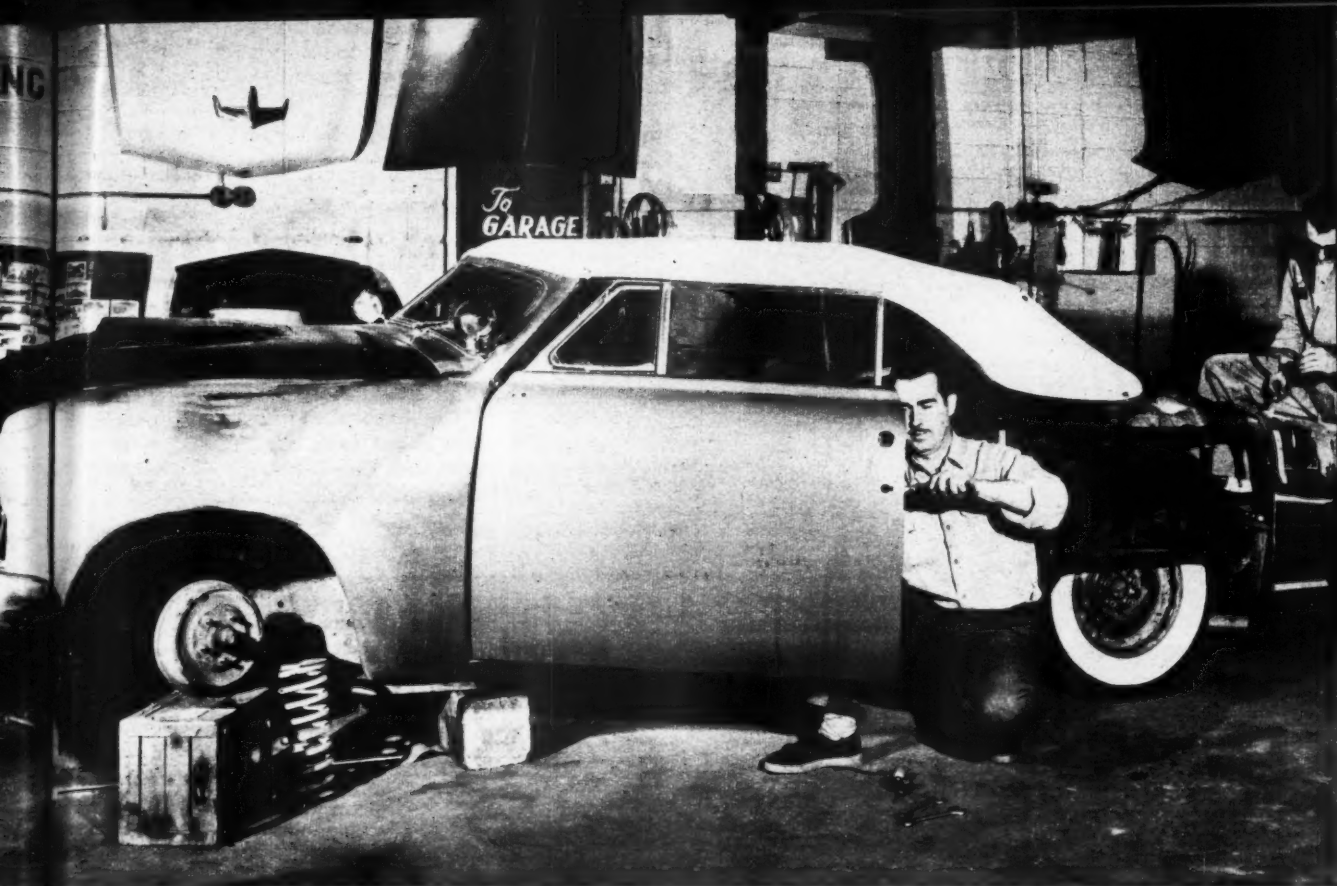
Mercury, owned by twin brothers Les and Adle Volpe, is typical of styling being done by Clarkaiser partners. Note clean grille, symmetrical appearance of body, pushbutton doors



OKING

Once a bull-red Ford
tion in the Mer City
radical job raise

by Ha
Photos



Clarkaiser's owners Ron Clark, working on a door, and Bob Kaiser, welding trunk

STOMIZING

ill-nod Ford could attract atten-
e Mor City. Now it takes a fairly
b raise blasé eyebrows there

by Harry Cushing

Photos by Ange Baune

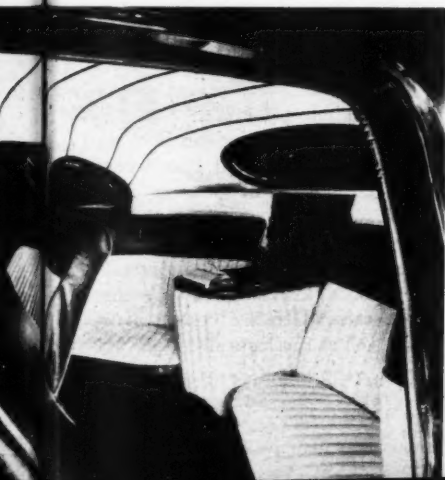
DURING THE FEW short years since the war's end, the art of customizing has come a long way in Detroit. Where once a bull-nosed Ford was enough to attract attention, now it takes a fairly radical job to raise Motor City eyebrows. Along with the transition has come the development of style and philosophy which cater to the vagaries of Midwestern weather. Workmanship, too, bears the stamp of the craftsman, and the products currently being turned out will withstand the ruggedest test of alternate exposure to rain, salt, ice, snow, and humidity.

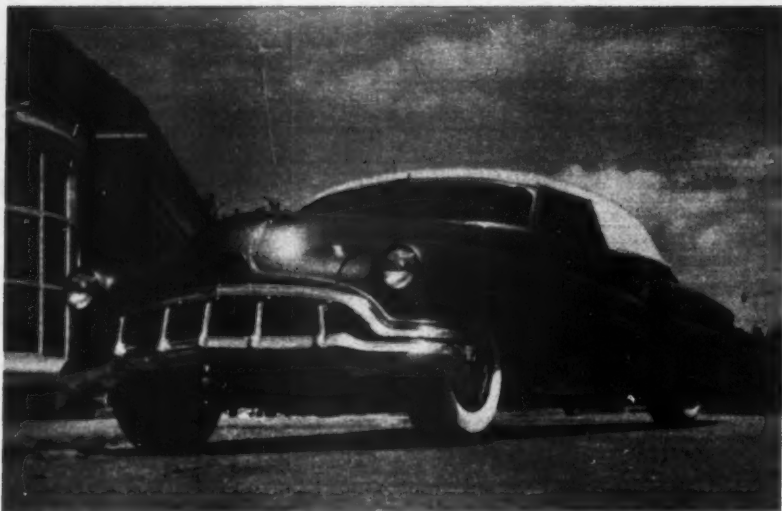
Although convertible body styles are popular pieces for customizing, the Detroit enthusiast often finds a closed car more practical for year-around use. The result is that among the auto capital's 50 to 100 real customs there is a good percentage of chopped and channeled coupes. Another limiting factor facing Detroit customizers is the condition of city streets and country highways in

Smooth, restrained custom Mercury, owned by Volpe brothers, took first prize at '52 Cincinnati show and third at Indy exhibit. Car has been lowered, channeled. Interior is in white and black leather

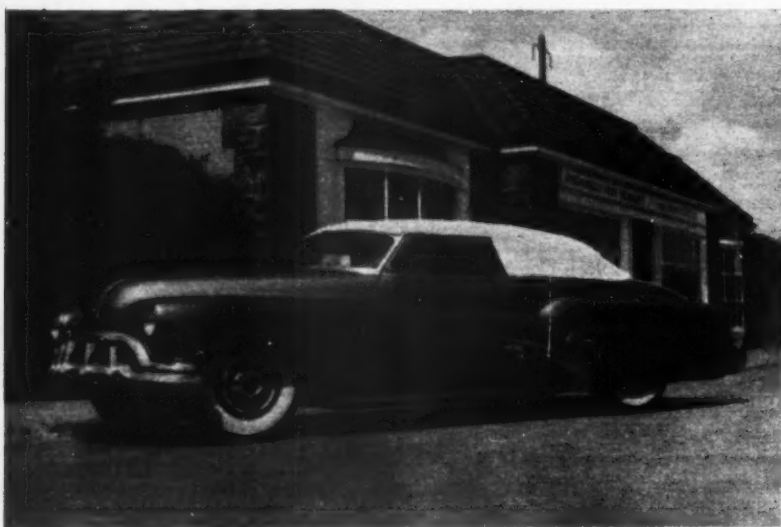


The '48 Mercury has been a consistent prize winner at the Midwestern shows

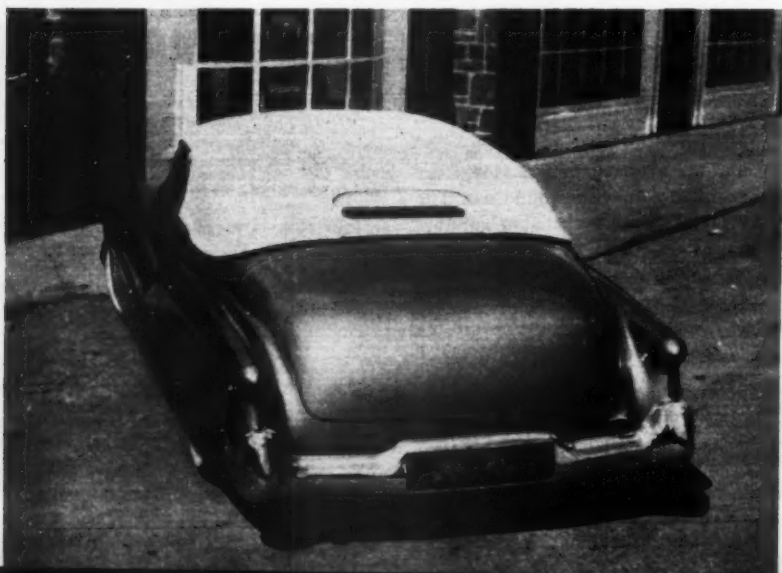




Not seen often is a customized Buick. This one was done for Stan Lendzon, Detroit



Rear fender, made from a '52 Buick and an Olds, features an airscoop to cool brakes



winter. Snow packs down hard, and cars churn the surface into deep ruts. This means a custom cannot be dropped as low to the ground as it could be were it designed for use in California. There is nothing more helpless than a beautiful car hung up on a snow bank! This is also the reason cars must be rust-proofed and sealed tighter than in the Southwest. Salt, by the truckload, is spread over roads to hasten the snow-melting process . . . it also helps metal to dissolve.

One recent California visitor to Detroit claims there is more salt on the city's streets any winter day than can be encountered during a year in Los Angeles. As a result, most cars which are customized here after the first of September are not given final paint jobs until Spring, when six months of good weather is anticipated. To preserve the metal in the meantime, a gray coat is applied, along with a heavy undercoat material to all exposed parts.

While no extreme styling departures are being pioneered here, Detroit *does* claim two distinctions. First, functional airscoops, originally a Moto City custom touch, now appear on new stock cars. Secondly, the city's leading custom shop, Clarkaiser, does *all* its convertible jobs with radically chopped tops which operate hydraulically. The Clarkaiser custom coachwork establishment is owned by Ron Clark and Bob Kaiser, two ex-servicemen, and is located at 15601 West Warren Avenue, just a few blocks from the giant Ford Rouge plant.

During their wartime travels around the country, Ron and Bob saw many examples of beautiful custom cars. They decided Detroit needed a shop where its small corps of enthusiasts could have quality coachwork performed. In 1947 they left military service and set up the first full-time shop here, although neither had ever created a custom. To get experience they worked on their own cars. Today, Ron and Bob are highly selective about the jobs they accept, turning out an average of 20 per year. Many of their customers include stylists from Detroit's auto plants.

Services now offered by the firm include designing as well as coachwork. Where a customer will allow it, they prefer to start from scratch and draw complete renderings of the proposed car, much as is done in the large automobile styling sections. This way they are able to create cars which are correct artistically as well as mechanically.

Taillights are unusual in that they are hardly discernible, look part of fender

Motor Trend



Tom Masano's appealingly yachtlike Henry J rests for a moment. Its plastic fins end in Packard lights. Note windshield grab bars

PATRIC B. JACOVIDIS

GONE CUSTOMS

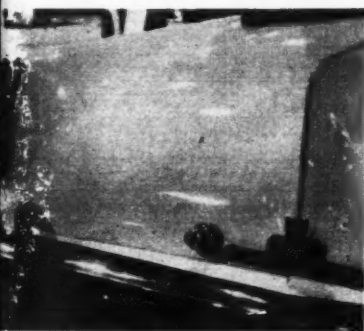
By Pete Molson

SIMPLE AND ALERT as a racing sloop is the little Fiberglas Henry J built by Tom Masano, Kaiser dealer of Reading, Pa. Whether or not its central tail fin acts as a rudder, it pleasingly repeats the line of the fenders, though it does not duplicate it. High fenders and low, Italian-type hood put the car's visibility up among the best.

To avoid time-consuming measurements, a plaster mock-up was built directly on a wrecked chassis. The female mold was made on this, then sawed in

half and removed. Layers of impregnated Fiberglas, applied over the female mold, made the body itself. The door and hood, cut out after the body was fitted to a new six-cylinder Henry J chassis, were strengthened with right-angle aluminum extrusion.

Trim, seats and accessories are standard Henry J equipment. Weighing less than 1800 pounds and standing only 54 inches high, the roadster has been driven over 80 mph. Masano plans to go into production soon.



BILL HARKINS

Rear of car is almost totally clean

Tom Masano and model Louise Mastrolia pose with Henry J

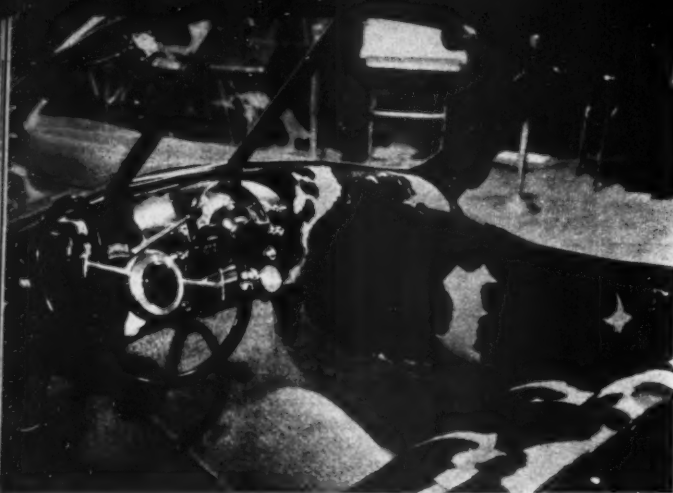
PATRIC B. JACOVIDIS



Truly one-of-a-kind: small but adequate Olds-powered Cado

BILL HARKINS





BILL HARKINS

Tank of lowdown Cado (38 inches) fills through spare's hub

GONE CUSTOMS continued

UNBORN CALF covers the interior of the Cado Custom, which takes its name from its builders, John Campbell and Elbert Dooley, of Cleveland. The bizarre Fiberglas steering wheel takes only $1\frac{3}{4}$ turns lock to lock. The airscop's bulge continues up the windshield as a flat center panel.

Its Olds 98 engine has driven the tiny car (wheelbase 100 inches, height 38 inches, width six feet) at 135 mph. Fourteen-gauge sheet steel and 45 pounds of body lead were used. Total weight is 3100 pounds.

BIGGER AND MORE RESPLENDENT than the Henry J., but nonetheless similar in concept, is the '52 Oldsmobile owned by J. G. Schmidlapp, a Cincinnati dealer. Like Masano, he thought his favorite stock car a likely prospect for customizing. (Any resemblance to the '53 Studebaker is coincidental; the Olds was rebuilt months before the Studebakers appeared.)

The car was sectioned and has special fenders, hood, and grille. It is light blue with black leather upholstery. Seat belts and a tachometer feature the interior.

LIKE A SMART WOMAN, a car must keep up with changing styles. When R. E. Makela first built his Cadillac special (*MOTOR TREND*, August 1950), the inverted bathtub silhouette was in vogue. Everything on the front and rear of Makela's car was recessed into one unbroken curve.

With the coming of airscops and the reappearance of wheels, he designed a new hood, with headlights emerging from the fenders. Makela has retained the car's most useful feature: the hood slides forward three feet for easy work.

ALLAN KAIN



Comparison of the year: Schmidlapp's '52 Olds (left) and its stock counterpart

The Olds from the rear. A tinted glass panel has since been added to its hard top

Right, channeling has made startling difference in looks of Schmidlapp Olds

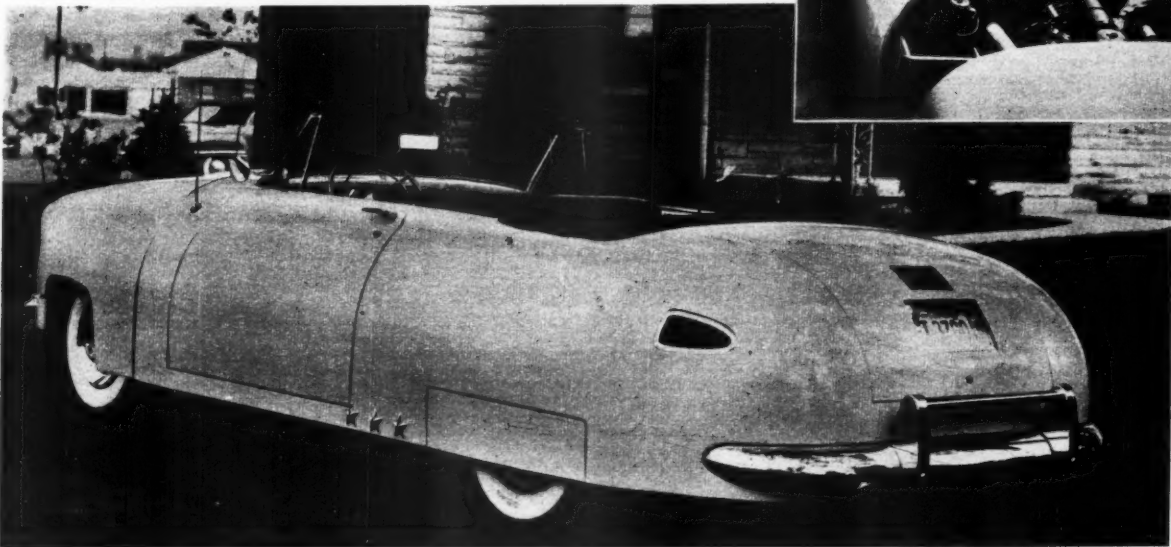
Motor Trend



The Makela Cadillac with its new look: a vertical-barred air scoop and raised lights

R. E. Makela can work on his Cadillac's engine even without bothering to bend over

Below, except for chrome stars, the rear view is the same as when car was built in '50



DON M. HASLER



Forty-seven

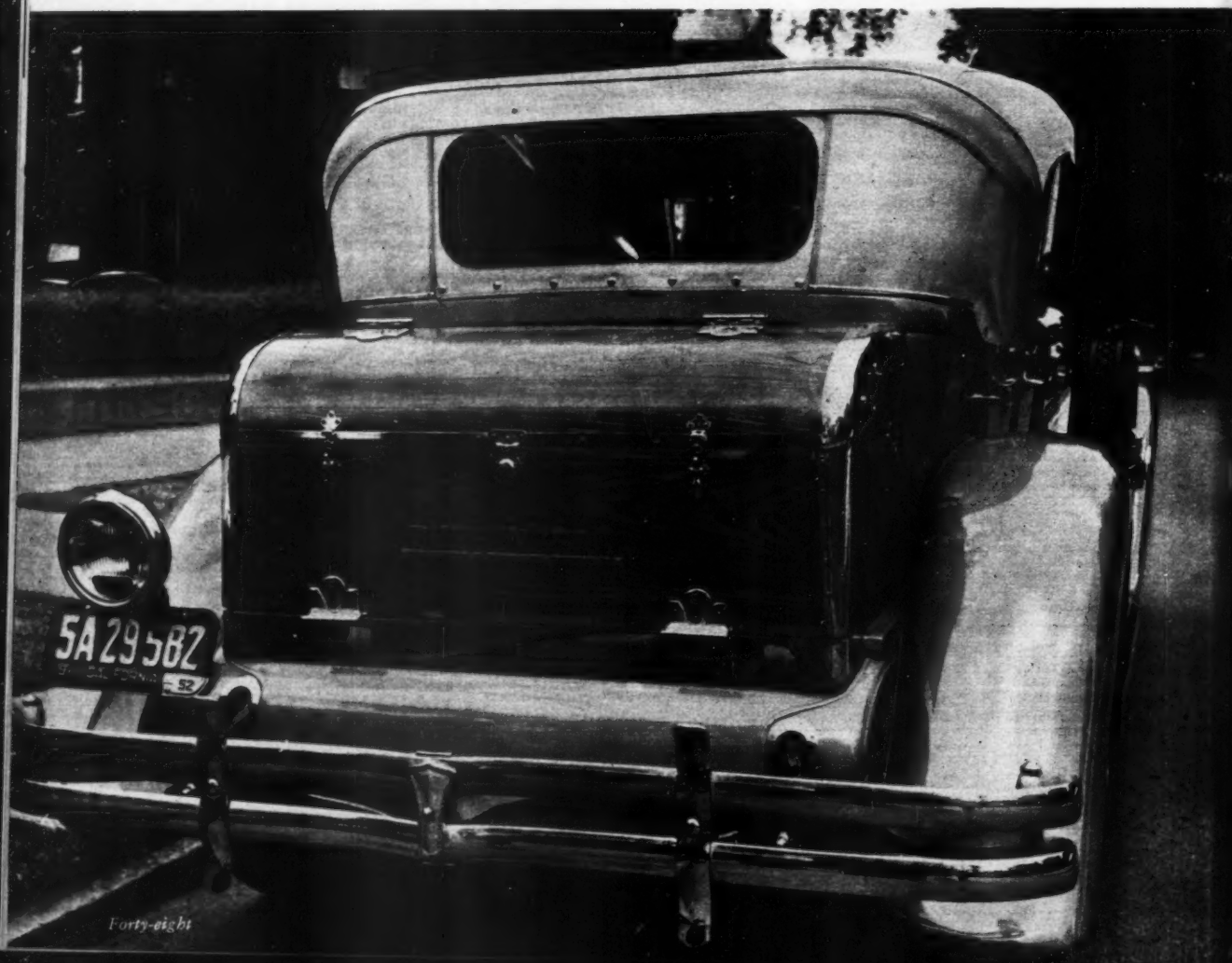


Text and Photos by Robert L. Bastress

Thoroughly restored classic — 1934 DUESENBERG SJ PHAETON

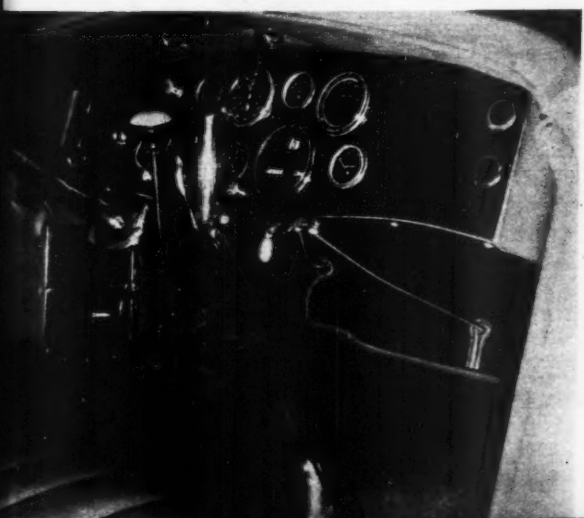
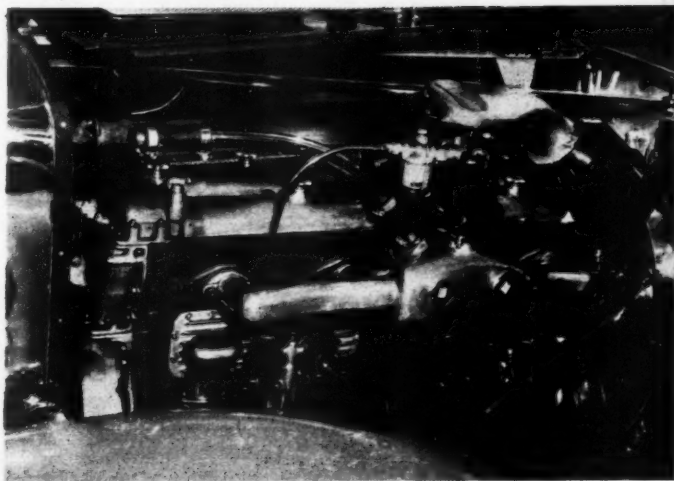
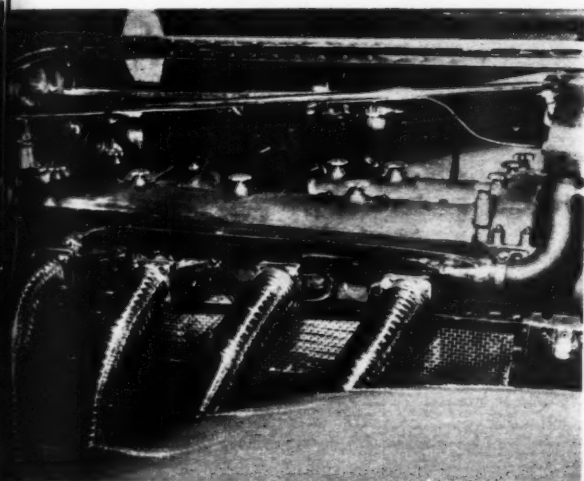
HAVE YOU EVER wanted to own a Duesenberg, a car with a staggering original price tag? J. W. Gore of Fort Wayne, Ind., had this desire and, finding a fair-to-rough condition classic in California in 1950, he promptly made the purchase. He drove his car, with 83,000 miles on the speedometer, cross-country to his home and spent nine months in the restoration process.

Although he did much of the work himself, particularly the wire wheels (he is widely known as an expert), he



placed many parts of the car in the hands of others. Today it is an understatement to say that the car is equal to the day it left the factory in 1934.

The Duesenberg SJ sport phaeton, with all-aluminum body by LaGrande, has many unusual features that were standard on the marque: an indicator light on the dash tells when the automatic chassis lubrication system goes into operation; another light shows when the operation is complete. Another light tells when water should be added to the battery. Still another indicates when the oil needs changing. The car has a rear windshield, and the usual huge taillight incorporating a stoplight and back-up light. Other specifications: wheelbase, 153½ inches; gas capacity, 26 gallons; oil, 3 gallons; radiator, 7 gallons. The straight-eight engine is rated at 320 bhp with supercharger and 265 without. It has a bore of 3¾ inches and a stroke of 4¾ inches. Piston displacement is 420 cubic inches. Total weight of car: 5850 pounds.



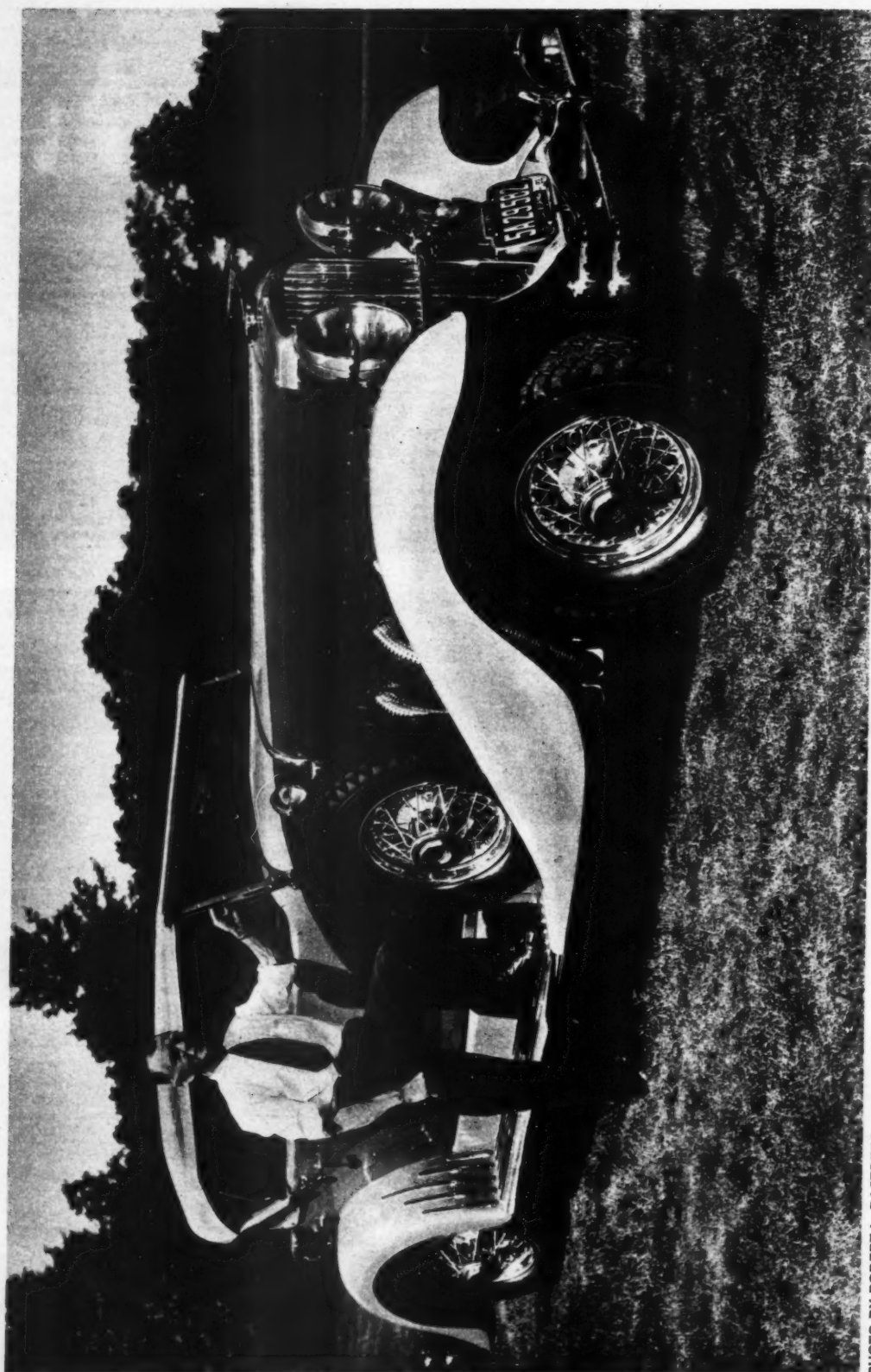


PHOTO BY ROBERT L. BASTRESS

OWNER: J. W. GORE

1934 DUESENBERG SJ PHAETON

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JOHN HARRINGTON
Research Director
Autosphere Corp.

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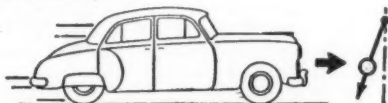
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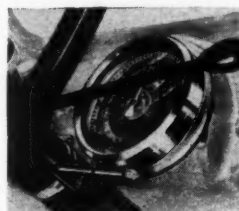
Step on the gas, the pendulum swings backward. The amount it moves indicates car performance and power.



Step on the brakes, the pendulum swings forward. The amount it moves precisely indicates condition of brakes.

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HOW TO RESTORE A CLASSIC



Our readers have asked for it, so here it is . . . the complete step-by-step procedure for restoring your classic

by Robert J. Gottlieb

NOTE: If you haven't already done so, turn back to page 48 and take a look at the photographs of the beautifully restored Duesenberg. The car is exceptional, isn't it? Should you have the desire to do a restoration job like it, you'll find assistance in the detailed instructions following.—Editor

SO YOU BOUGHT a classic; congratulations. It makes no difference whether you purchased a Duesenberg, Rolls-Royce, Packard, Mercedes, or Marmon. This series of articles is designed to help you in the restoration of any classic. It is a guide aimed at helping you achieve the best results at the cheapest cost.

The restoration of a classic car is entirely different from the restoration of an antique, veteran, or sports car. Your vehicle is the product of a specific era in automotive history and represents an ex-

ample of the finest cars produced in that era. You must therefore adhere closely to certain rules, regulations, and specifications. It is our belief that close adherence to the information contained in this series of articles will result in a gleaming, well-mannered representative of the classic era and a product which is commensurate in value with the total investment.

STEP 1: Meet Your Car. Your first step toward restoration is to become familiar with your car. If it is at all possible, drive the vehicle for at least 50 miles. This will disclose defects you must expect in a car of this age and will give you a general idea of its performance, handling, and roadability. It will also pin point inherent defects in the manufacture of the car which must be overcome during the restoration process. Most important of all, it will form the basic list of parts which you will need to find. Take a pencil and paper with you and jot down defects such as body rattles, hard shifting, poor steering, rear end noise, drive train play, or road wander. Note also the general characteristics of the vehicle, taking special notes on the operation or non-operation of such components as lights, generator, starter, windshield wipers, and other accessories. When your list is fairly complete, have the car driven and checked by a competent mechanic. He may discover defects which you have overlooked and in any event, will give you a general estimate of the cost of required mechanical work. **CAUTION:** Prior to driving the car, check the transmission and differential for grease, the engine for oil and the radiator for water. Above all, contact your insurance agent and have him place public

Sometimes it is wise to buy two cars of the same year to make restoration of one

liability and property damage coverage on the car for the limited period of travel. The cost is cheap and the protection extensive.

STEP 2: Plan Your Work. Depending on the mechanical condition of the car, your mechanical ability and the individual pride you have in reference to the car, you must decide whether to fully restore or partially restore the vehicle. A semi-restoration is generally preferable to full restoration, especially if you are a new enthusiast although this, of necessity, depends on the individual and the specific car. A full restoration entails the removal of the body from the frame, scraping and painting the frame, the removal of upholstery, the replacement of dried or rotten wood in the upholstery channels, the disassembly of each component part and the cleansing, overhaul, and lubrication of each component. In short, full restoration requires the inspection and overhaul of every item in the automobile. Naturally full restoration is more expensive than semi-restoration which is directed solely to the overhaul and restoration of defective mechanical parts and the renewal of the body. If you decide that mechanical condition warrants a semi-restoration, have the engine and chassis thoroughly steam cleaned. Pay particular attention to the underside of the fenders for they will have to be sanded and painted at a later date. After steam cleaning, the chassis should be lubricated. If you decide on a full restoration, have the engine and chassis steam cleaned but do not lubricate the chassis as each part will be disassembled, inspected and hand lubricated prior to reassembly.

STEP 2a. Steam Cleaning. Steam cleaning is a most important operation. If done improperly it is of little benefit, while if done properly, it can save weeks of labor. Wear old clothes when you take the car for cleaning and insist on being present when the job is done. Have the operator remove as much grease and tar as possible from various parts and require him to direct and hold his spray on extremely dirty areas for 20 to 30 seconds if necessary. Steam cleaners generally use lye or other chemicals with the hot water and it is the chemicals which remove most of the old paint and tar. Particular attention should be paid to nooks and corners that are difficult to hand-scrape. When the cleaning operation is completed, the

(Continued on page 54)



A rotted top can cause some concern, but there are other items which cost more

Style



ADD



TO YOUR SPORTS CAR with Arnolt "Tailored" Autoaccessories



JAGUAR BADGE BAR

This newest Arnolt "Tailored" Autoaccessory provides Jaguar owners with a perfect "show-case" for club emblems. It is beautifully chrome-plated.



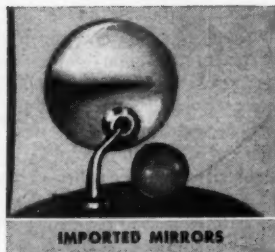
ARNO-LITE DRIVING LAMP

Adds distinction to any car and extra safety to night driving. It may be mounted on the Arnolt MG Badge Bar as shown here.



MG RADIATOR FILLER CAP

A real racing type for MG. Cam and lever action...no threads! Opens in one motion—closes and locks positively in one motion.



IMPORTED MIRRORS

Several styles for interior and exterior use are available. Exterior styles include the graceful fender mounted model shown above.



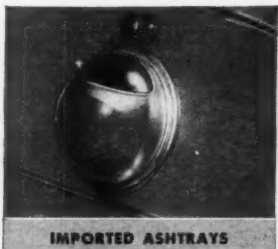
MG ASSIST GRIPS

These gleaming chrome-plated grab handles for the TC or TD MG fascia combine beauty with practical utility. Curved to follow shape of cowl.



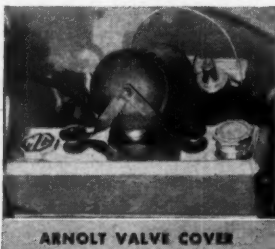
WINDWING-WINDSCREEN

Another famous Arnolt original—custom-tailored for sports cars. Adjustable and non-rattling. Folds flat against windshield when top is up.



IMPORTED ASHTRAYS

These new smart-looking ashtrays will be especially appreciated in spring when driving with top up. 3 lustrous chrome-plated models.



ARNOLT VALVE COVER

This highly polished cast aluminum valve cover for MG cars effectively dampens engine sounds and "dresses up" the motor.

Write for the name of the nearest Autoaccessories dealer and the Arnolt Autoaccessories catalog describing these and other accessories that add style to any sports car. (Please enclose 25c to cover cost of mailing.) Address Dept. 5MT.

Autoaccessories, Ltd.
WARSAW, INDIANA, U.S.A.

DIVISION OF
ARNOLT CORPORATION

(Continued from page 52)

entire car, top and bottom, should be thoroughly doused with water. If this is not done, the chemicals may cause the new primer and paint to blister and peel. All traces of water and spray must be removed from leather, upholstery and aluminum parts. A thorough engine and chassis steam cleaning will cost in the neighborhood of 10 dollars. CAUTION: If any water or spray strikes your body, wash the affected parts immediately with cool water. If soreness continues, see your physician.

STEP 3: Garage Facilities. If your present garage is inadequate, locate one which is accessible to your home and which has sufficient space within which to work. You will need light, electricity, and lots of storage space for extra or disassembled parts. An inadequate garage, or an adequate garage which is inaccessible, can take all the joy out of restoration; these are the main reasons that some classics are dismantled and never reassembled. Stock the garage with as much mechanical equipment (tools, grinders, etc.) as possible, but don't be deterred by a lack of equipment and don't invest heavily in equipment. Most required tools can easily be rented or borrowed. It is far more important to secure your garage space for sufficient time to complete a leisurely restoration, bearing in mind that the job generally takes twice as long as the original estimate.

STEP 4: Technical Data. Prior to disassembly, you should obtain all the technical information on your car that is available. Utmost in importance is the original service manual. Service manuals describe and explain unusual and eccentric portions of a car in addition to detailed procedure for most mechanical operations. They also contain specifications and diagrams which will be needed either by you or your mechanic. If you cannot purchase an original service manual, borrow one from either a book collector or from the owner of a similar car. Have large photostats made of each page and return the manual (especially if it's mine). If a manual is unobtainable, browse through local magazine

shops for technical books and magazines but be sure to get a book that was printed after and not prior to the date your car was built. Help from other collectors and from various car clubs is readily available so don't hesitate to ask for it.

It may take an extensive period of time in which to obtain technical data. During this period you should remove and restore minor parts of the vehicle, carefully removing and working on sections which are simple in construction and which can be replaced in one way only. Examples are bumpers, window glass, wheels, hubcaps, dash instruments, radiator, and grille.

STEP 5: Choosing Your Help. Very few enthusiasts can do all of the work required in the restoration of a vehicle. This is true because restoration involves mechanical work, electrical work, body work, upholstery, and may even require specialized jobs such as spring forging and resetting and axle and frame alignment. It is therefore necessary to obtain competent outside labor. This is one of the most important jobs you have, for work that is improperly done or too costly will greatly affect the final result and investment. In seeking outside help, search for mechanics, body men, and upholsterers who are experienced on your particular car and have worked on similar models in the past. It is true that there is no substitute for experience, but it is also true that there is no substitute for experience in a particular line or on a particular car. The chosen mechanic or body man should be one who takes more pride in his work and craftsmanship than in his pocketbook. Choose, if possible, men who are willing to work on a classic and are anxious to view their completed accomplishments. This is important for many mechanics are willing to do nothing but stereotyped work such as removing and replacing parts and are not willing to carefully overhaul a specific component. A careful and accomplished mechanic is necessary so that the job is not defective. If defective, the job must be repeated or it detracts from your classic. While on the subject, remember that a spoiled classic is an unrestored classic. It lacks monetary value and fails to give

the wonderful feeling of ownership, accomplishment, and pride which accompany a well restored car. In short, it is just another old tub.

Of extreme importance is the amount you must pay for outside help. Each dollar expended for labor increases the cost of the car. It is therefore necessary to bargain for the best job at the least cost. This is often difficult for the average mechanic thinks that a man with a classic has a bank account with seven figures. Stress your financial difficulties in conjunction with the car and never refer to it as a classic. It is best to permit the mechanic to assume that your car is your daily means of transportation. In restoration, estimates are forbidden. Insist on a definite price for first class work and compliance with that price. Estimates have an unusual habit of increasing when a job is complicated or requires more time than anticipated.

By way of illustration, a novice antique car collector drove an immaculate 1912 Ford around Los Angeles seeking a mechanic who would reline his transmission bands. The lowest estimate he received was \$10.00. He had the job done and was handed a bill for \$18.00. By the time the new lining required replacement, the collector was a much wiser man. He drove to mechanics in his modern car and indicated that he knew of an old Model 'T' which would run if the bands were relined. Expecting to see him arrive in a 1922 fish truck, mechanics established an average estimate of \$3.00 plus parts; a fair price considering the work involved.

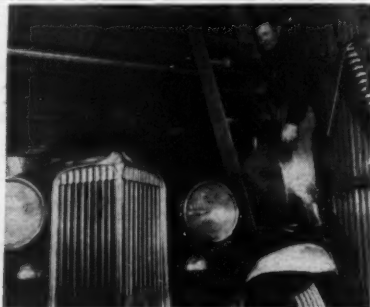
STEP 6: Disassembly. Disassembly procedure is governed mainly by the type of restoration desired. If the restoration is the first attempted, or the owner lacks mechanical knowledge, a semi-restoration is advisable as the majority of work will be performed by outside help. During a semi-restoration, disassembly must be governed so that the car can be driven when necessary to various mechanics and body men. Of course, full restoration renders the car immobile until the vital components are restored and reinstalled.

(CONTINUED NEXT MONTH)



If you're planning to do your own body work, there are certain tools you'll need

Fifty-four



You'll need a place to store the parts after making disassembly of your classic

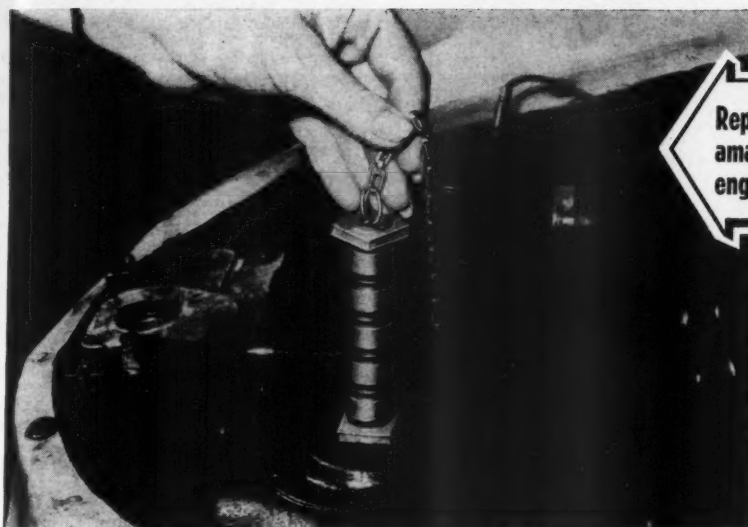


Space for a leisurely restoration job is essential; necessary tools can be rented

Motor Trend

MOTOR TREND

Reports on an
amazing new way to solve
engine cooling problems



A simple gadget that will save radiator wear and give your engine longer life

The McRay Protecto Rod

(Editor's note: Eric Rickman, top-notch MOTOR TREND photographer, is a familiar figure in the pits, in the shops, at the tracks . . . wherever there's motor action. Rick knows cars, likes cars. He is the TRENDER who first discovered the McRay Protecto Rod, tried it . . . well, let him tell it . . .)

CRIMINY—it works!
That's pretty good for a starter. What is it and how does it work?

It's a series of zinc and copper plates on a stainless steel spring core, with rubber bumpers at each end to prevent noisy contact with the radiator tank walls and damage to the radiator. You just insert the Rod through the neck of the radiator into the tank; it's held in place by an expansion ring attached to a brass chain which fastens to the radiator cap. Want to see what it looks like . . . see that picture up top. This "battery" is activated by the hot water in the motor and sets up a galvanic electric field which renders INERT all scale forming salts, neutralizes corrosive action of the oxygen, ammonia, and other active elements of ordinary water. This galvanic action loosens scale deposits in old cars for easy flushing, and keeps new motors completely scale and rust free.

How did you happen to find the Rod?

We were down at the Barish Chrysler-Plymouth agency starting the MT motor trial of the '52 Plymouth when the agency mechanics removed the radiator of a 1949 Plymouth which had been equipped with a Protecto Rod for 18 months. The block and radiator of that '49 looked like new, without a trace of rust or scale. I figured if it could do that for a Plymouth, it could do the same for my Chevrolet.

And?

The water in the Chevy radiator was dirty with rust, scum and scale when I installed the Rod three months ago. . . .

And?

Take a look at it . . . pure as an editor's heart! That's the thing that gets me . . . I haven't flushed the radiator or touched it in any way, but the water has cleared up completely.

A convincing commentary, Rick . . . have you any supplementary evidence to prove that this is not just a pleasant fiction?

Yeah. . . . We've run four other tests here at MOTOR TREND to check mine. In every case the results were the same—cool, clear water, like the song. To give our case authority we put the McRay Protecto Rod through a lab test to check its influence on corrosion.

METHOD OF TEST: The test metals were bolted together and fastened to the McRay Rod. A control metal sample without the Rod was also prepared and both samples placed in tap water and heated to 160° F for 100 hours with aeration. The samples were weighed before and after testing. Corrosion is expressed in loss of weight per square inch.

METAL	TEST DATA:	
	WITHOUT INHIBITOR	COUPLED TO PROTECTO ROD
Aluminum	0.6	No loss
Steel	10.0	5.1
Cast Iron	23.3	11.1
Copper	No loss	No loss
Brass	No loss	No loss

Sounds like a pretty effective way, Rick, to keep a cool efficient motor under that hood . . . is the Protecto Rod available anywhere?

Yes, everywhere.

—Rollin Mack

Stop Radiator Rust **FOREVER!**

Rust and scale accumulating 24 hours a day in your radiator and water jackets can quickly cripple your engine. First, these deposits cut the efficiency of the cooling system, causing overheating, wasting gasoline, wasting power. Then, because overheated oil loses its lubricating efficiency, excessive cylinder and bearing wear takes place rapidly—making an overhaul necessary thousands of miles sooner than if your cooling system were working efficiently. Sooner or later, the entire radiator core must be replaced at a cost of \$45 to \$110.

DANGER AHEAD!

Most drivers don't realize how much damage rust and corrosion have already caused until warmer weather—when it's too late. Right now is the time to prevent costly engine damage—before it takes place!

PREVENT DAMAGE THIS WAY

Here's a simple two-way treatment that effectively and permanently prevents radiator trouble—will even correct it in older cars where rust and scale deposits have already made the radiator useless (see MOTOR TREND'S test at left).

First part of this Radiator Kit is the McRay Protecto Rod described at left. Fitted with a Neoprene hanger which is impervious to heat, cold, anti-freeze, etc., it is flexible and can be installed in any radiator easily—even if radiator has baffle plate. Rod sets up mild galvanic action which makes it impossible for rust or scale to stick to radiator or block; also neutralizes harmful action of oxygen, ammonia and minerals present in nearly all water. Can't harm water, rubber, metal or any part of your car. Included with Protecto Rod in Radiator Kit is a generous package of "Leak-Seal"—a cold solder which not only seals radiator leaks from the inside, but is also an effective water pump lubricant.

WRITE TODAY FOR NO-RISK TRIAL

For complete Radiator Kit, including both the Protecto Rod and "Leak-Seal," send only \$2.98; we pay postage (heavy-duty kit for tractors, trucks, buses \$4.95). Or order C.O.D. (you pay postal charges). If you are not entirely satisfied, return only the Protecto Rod for full refund and keep the "Leak-Seal" for your trouble. Take advantage of this special trial offer; write today!

BARLEC'S Dept. BP-5
4872 Venice Blvd.
Los Angeles 19, Calif.



BARLEC'S, Dept. BP-5

4872 Venice Blvd., Los Angeles 19, Calif.

Please send me complete Radiator Kit for 15-day free trial. If not entirely satisfied, I may return Protecto Rod for full refund and keep "Leak-Seal" for my trouble.

I enclose: () \$2.98 for regular size

() \$4.95 for truck size

Send C.O.D. ☐ regular size ☐ truck size

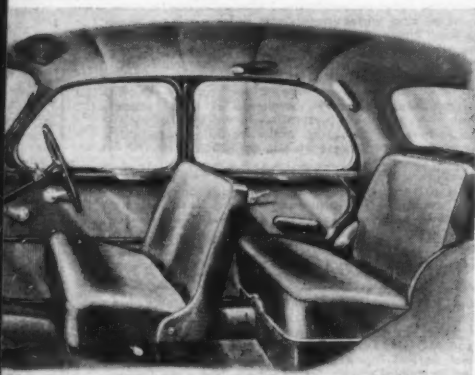
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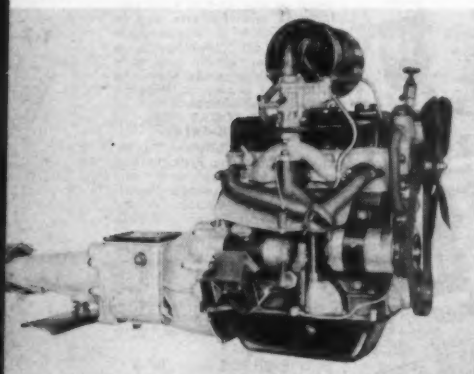
City Zone State

FIAT INTRODUCES ITS NEW 1100; AMERICA GETS ITS MOST ATTRACTIVE BRITISH SPORTS CAR TO DATE

by Günther Molter



Comfort for four combines with exceptional fuel economy. Note novel curved draft deflector at top rear edge of front window



Little (2.65 x 2.93 inches) ohv four-cylinder engine delivers 36 bhp through four-speed synchromesh gearbox, hypoid gears

Available in August for \$2995 at ports of entry, Austin-Healey has 90 bhp, four-cylinder ohv Austin engine, knock-off wire wheels, comes with electrically controlled overdrive for use in all three gears. It weighs 1900 pounds, has 90-inch wheelbase, stands 35 inches to top of hood. For higher speeds, base of windshield slides forward until it lies practically flat

Fifty-six



Newest version of an old-time European favorite is this stubby but neat Fiat 1100

ITALY: A FEW DAYS AGO I was sitting in a restaurant where motorists who find themselves on a cross-country drive usually stop for lunch. An elderly man with a friendly and brisk manner seated himself at my table and ordered a wiener schnitzel. We got into conversation and before long began speaking of cars. I enumerated the advantages of the Mercedes-Benz, especially for European highway conditions. This man, on the other hand, swore by his Fiat 1100.

"My friend," said I, "the Fiat, you must admit, is a pretty old car by now."

"Go ahead and laugh," replied my acquaintance quickly, "but my Fiat 1100 has chalked up 300,000 km [186,000 miles]. With that he bent forward, moved the curtain a trifle and pointed outside. "There she stands."

I took a look at the Fiat which still looked neat and well cared for, although it was fast vanishing beneath a thick cover of snow. Then my luncheon companion proceeded to tell me about the car, which he had preserved all through the war, about difficulties in obtaining spare parts and how he had used it year in and year out in every type of weather, often towing another car and never being disappointed.

"I'm only waiting for the new 1100," my friend went on to say. "Then and only then

can this old Italian friend be set at rest."

Well, this lover of Turin machinery doesn't have to wait much longer, since a new Fiat 1100 has just seen the light of this dreary world. Fiat extols "a model of proverbial reliability, beloved by countless motorists the world over."

The new Fiat 1100 is also a very pleasing model, with modern lines and a roomy, self-supporting body, which compensates for the absence of the classical chassis frame. The wheelbase is 92 inches; the track, 48.4 inches front and 47.8 inches rear. The engine is an ohv, four-cylinder unit with a 2.65 inch bore, 2.93 inch stroke and displacement of 66.43 cubic inches. Maximum performance at 4400 rpm and with a compression ratio of 6.7:1 is 36 hp. The cylinder block is cast iron and the head of aluminum. The valves are activated by push-rods and rocker arms. This "classic Fiat four cylinder" has a downdraft carburetor. There is a four-speed transmission with synchromesh on second, third, and fourth, and a steering wheel shift. Ratio of the hypoid rear axle is 4.3:1. The front wheel suspension is by swing arms, coil springs, and hydraulic telescopic shock absorbers as well as torsion rods. The car has disc wheels and 5.20:14 tires. There is a 12-volt electrical

(Continued on page 78)



Motor Trend

May

NOW! YOU SAVE UP TO 50% on AUTO PARTS, ACCESSORIES

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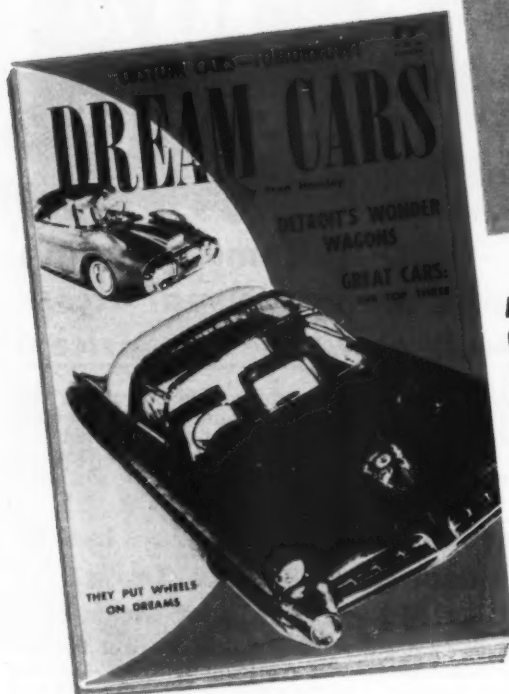
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★ The Great Cars (with ratings)
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new Stock Cars ★ Design
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their creations and how
they're made ★

THE SENSATIONS OF THE AUTOMOTIVE WORLD

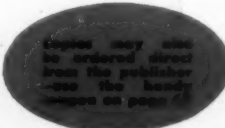
Not only glittering new experimental cars, but beautiful creations of days gone by; magnificent designs that are still on drawing boards; unique, "one of a kind" special purpose automobiles . . .

160 PAGES of brilliant photographs, detailed drawings and special cartoon material vividly illustrate the stories behind the finest of dream cars:

HOW AND WHERE
THEY ORIGINATE—
HOW THEY'RE BUILT—
HOW THEY AFFECT OUR
CARS OF TOMORROW!

DREAM CARS

Fifty-eight



Why Do Cops Give Tickets?

(Continued from page 31)

when we spot him speeding 70 miles an hour or going through a red light or violating any of the traffic ordinances. But, whoever we pull to the curb, the general attitude is mostly the same 'why pick on me when you should have nabbed that other guy?'"

"That's right," a former U. S. Army Airforce pilot, and now an officer, interrupted. "If you stop the driver of a high-powered car he wants to know why he is being persecuted. Nine times out of 10, he'll ask, 'Why didn't you go after that chap in the jalopy? His equipment is a deadly menace to all! My car is in darn good running order!'"

By the same token, according to the rest of the officers present, the jalopy driver will gripe to the cop, "You wouldn't pick on me if I had a big swanky car and the connections that go with it."

In both cases the driver is determined the cop is prejudiced. But if the motorist thinks he has the cop's number, don't think the cop hasn't got him pegged, too.

"After a year on the 'bikes' you get ring wise," one veteran officer said. "You get so you know every trick the motorist has up his sleeve and you get to read people better than a practicing psychiatrist."

For instance, you ladies. The "boys" have your number, too. You, they claim, on being stopped for a violation, go through four regular stages. At first you are very aloof. Then as the officer continues writing the ticket, you suddenly exhibit great gobs of charm and friendliness. Seeing this isn't working too well, you break out in a flood of tears. At home this usually gains you the decision from the Old Man. But this cop knows all the tricks, so he politely hands you the ticket anyway. Upon this, you turn on the officer and scorch him with a blast of abusive language that would shame a truck driver.

Professional people seem to be quite a disappointment to the traffic boys. They always give the doctor the courtesy and run of the roads. But alas, too often this privilege is abused and every hurried drive on the road made by the doctor becomes an emergency call. Subsequent checkings by officers have proven that many times the doctor is speeding to an appointment—but not always with a patient.

Lawyers are the biggest pain in the neck to traffic officers, they claim. Once stopped, our lawyer bolts out of his car waving traffic codes, statutes, sections, etc. He will fight the case bitterly on the curb and right on through the courts. "And usually," one officer grinned, "he winds up paying his fine just like anybody else."

Here's something for you motorists to
(Continued on page 60)

Motor Trend

SAVE GAS! SAVE REPAIRS!

SAVE MONEY EVERY MILE YOU DRIVE with a MILE-O-METER ON YOUR DASH!



You can save gas—you can save repairs—you can cut dollars off your mileage costs . . . all by using a Mile-O-Meter installed on the dashboard of your car. Want proof? Here it is!

YOU'LL SAVE GAS!

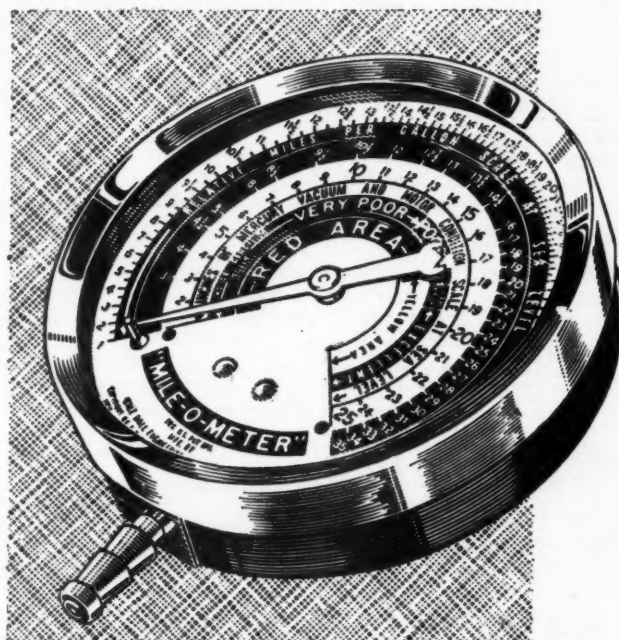
You'll save gas because Mile-O-Meter's miles-per-gallon scale warns you immediately when you're wasting gas. All you do is drive so that the indicator swings as far to the right as possible . . . you do that and you get far better mileage. It's that simple! It doesn't matter what kind of car you have . . . if you keep the indicator out of the "red" area as you drive, you'll get all the gas mileage your car can deliver.

YOU'LL SAVE REPAIRS!

Mile-O-Meter is the only instrument on the dashboard that gives you a visual report on overall engine condition. This amazing Gale Hall development tells you when engine adjustments are needed to prevent costly breakdowns and repairs. The engine condition scale keeps a constant check on what's going on under the hood . . . indicates the performance of the carburetor, timing, plugs, distributor and other engine components. Every driver who wants all the power and dependability his car can deliver must have this vital information!

YOU'LL SAVE ON TUNE-UPS!

Mile-O-Meter is a "must" for the man who wants to make his own tune-ups and engine repairs. This gauge is made by the same company that supplies professional gauges to service stations and garages throughout the country . . . the same features of design are incorporated in the Mile-O-Meter as in the Chekometer and other famous Gale Hall mechanics' instruments. The vacuum scale is recognized as the "standard" for engine analysis. And, we supply a chart which shows you how to use the Mile-O-Meter in tuning your engine to top performance! You can't go wrong!



YOU'LL CUT MILEAGE COSTS!

Mile-O-Meter shows you how you can cut your "cost-per-mile" to a minimum. It helps you save on gas, save on repairs, save on tune-ups. Add all the savings together . . . and you'll quickly see why Mile-O-Meter is considered "the most important instrument on the dash." It actually pays for itself over and over again on gas savings alone! You save money every mile you drive because Mile-O-Meter warns you immediately when you're wasting money by poor engine performance or high fuel consumption. You just can't afford to be without a Mile-O-Meter on your dashboard.

YOU CAN'T LOSE!

That's right . . . you can't lose by ordering a Mile-O-Meter because it's always sold with a "money-back-if-not-satisfied"

guarantee! You've got everything to gain . . . send in your order now. It's simple to install, fits all cars, and comes complete with all fittings and directions. Join the thousands of Mile-O-Meter owners on the road today . . . start saving money every mile you drive!

\$14⁹⁵

- Deluxe Illuminated,
- 3 1/4" diameter,
- Chrome trim.

\$9⁹⁵

- Standard Model,
- 2 1/2" diameter,
- Plated trim.

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52-53 Ford

The same ultra modern bullet type used by the nation's finest custom shops. Gives Fords a longer, smoother fender line. Made of heavy gauge steel, suitable for frenching if desired, or can be installed in 10 minutes using only a screwdriver. No wiring alterations required. Complete with lens and chrome trim ring. Long, streamlined... Customize your car for a few dollars! Postpaid only

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You can now order all your special equipment—heads, manifolds, cams, gauges, etc., etc. (any item for any car... any brand), direct BY MAIL from the great Newhouse stockrooms. Just send a deposit and state your needs clearly—You can then pay the balance C.O.D. We ship everywhere by fast parcel post. All prices are strictly competitive.



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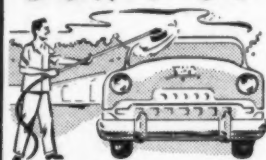
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A HICKORY LIMB
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STOP spending money on car washes! Just attach the Modern NEW WHIRLAWAY to your garden hose—Simply guide the Whirlaway over the car and watch the dirt whirl away. No splash—No work! 4-Foot aluminum handle with water regular and shut-off. Fully rust-proof. Jet propelled brush whisks away dirt, dust, road haze—without soaps or cleansers. Finest horsehair brush—will not scratch car finish. Whirlaway pays for itself over and over. RUSH ORDER NOW—Sent postpaid if you send check or money order. Or C.O.D. plus postage

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Entries must be postmarked before midnight, May 31, 1953

Send for your application blank today.

CONTEST EDITOR, MOTOR TREND, 5959 Hollywood Blvd., Los Angeles 28, Calif.

(Continued from page 58)

remember. Traffic officers say they are more easily talked into giving a ticket than out of giving one: "Many times when we merely go up to a driver to warn him—give him the benefit of the doubt—he has his back up and takes the offensive. Subsequently he winds up talking himself into a ticket.

One officer chuckled as he related, "I remember pulling one fellow up to the curb for just a warning. Then his wife butts in and yelps, 'See, Herman, didn't I tell you all the way from the beach you'd be caught for speeding and driving like a madman?'"

As a rule, the officers have learned all your little foibles and impatiences and take them into consideration before tagging you.

As a matter of fact, the modern police traffic officer is a trained specialist in his field. He considers carefully every phase of a situation involving a possible traffic violation before he does or does not write out a citation. He admits once in a while a mistake can be made by him.

For instance, one woman driver was stopped for driving through a red light. She protested indignantly. "But, officer," she exclaimed, "I did go through that red light, yes. But I had waited some time before I did. That red light was stuck."

The officer gave her a citation as a quick look showed that all lights were working. But as the officer put it, "I felt I detected a ring of truth in her voice and wondered if maybe she hadn't been right after all. I checked the red light in question, and sure enough, 10 minutes later it stuck again. I had the citation cancelled, of course."

Incidentally, the officers on foot, directing traffic at busy intersections, have their headaches, too. As one of these officers so aptly remarked, "We direct traffic with one hand and defend our lives with the other."

"Say, maybe we do look a little grim at that, sometimes," another officer admitted, "but after standing in one place all day, the old legs and feet begin to scream for mercy. And both arms feel like you've been trying to push a Mack truck up a steep hill."

The pet peeve of the traffic officers afoot is the incher-uppers. This specie is a definite hazard to public safety, they vow: "They are the jokers who can't stand waiting behind the crosswalk when the red light is on. So inch by inch, they nudge up a little past that crosswalk and pretty soon pedestrians go around them, at the same time praying they won't get hit by some other car."

Getting back to the motorcycle cop: despite complaints of the polled motorists that he is "pencil happy," he takes his life in his hands every time he chases a speedster. He is always quite sure in his

(Continued on page 62)

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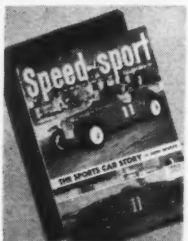
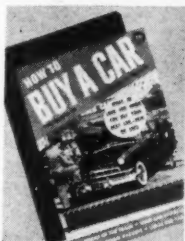
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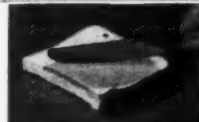


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(Continued from page 60)

own mind that a violation has been committed before heading after a remiss driver. His has proven the most hazardous job on the force.

Los Angeles traffic officers claim that sometime in the course of performing their duties in the motor corps, they may be laid up with injuries. They even go so far as to say that of the entire police department the greatest percentage of casualties are from the motor squadron. Since there are approximately 4000 men in the entire Los Angeles police department and only 300 in the motorcycle division, these remarks tell a significant story.

And furthermore, if that motor cop looks a little grim, it isn't because he's had a fracas with Missus, but probably because of the tortuous tasks he performs daily. For instance, those statistics you read in the newspapers about the number of persons killed by day, by month, by year, are more than cold statistics to him. For he sees more of death than any other type of arresting police officer. He is at the scene of a crash when once warm and vibrant bodies are now cold and lifeless. He sees the scores of helpless kiddies maimed, crippled, dead, as the result of motorists' error or carelessness. He sees women—old and young alike—torn and lacerated. He sees entire families wiped from the land of the living by false moves of hurrying motorists. Year after year, he sees this everlasting cavalcade of doomed humans driving heedlessly into the face of death and destruction.

Then, on covering the scene of a crash, he finds indisputable proof that the catastrophe could have been avoided by simple observance of traffic laws and courtesies. No wonder he looks grim! These are the reasons it is almost impossible to talk him out of a ticket, for he knows that "accidents don't just happen—they are caused."

"It's a funny thing," one sergeant mused, "but when your doctor gives you the look that foretells doom, shakes his head sadly, and says, 'Joe, you can't keep this pace up! If you want to live you'll have to slow down,' you gulp, wipe away the beads of perspiration, and assure the Doc meekly you'll take better care of yourself. Then you head home, grateful to the Doc for laying down the law to you in time.

"But, my friend, when the motor cop pulls you up to the curb after catching you traveling 80 miles an hour and asks, 'What's the matter, Joe, don't you want to live to be an old man?'—then that's a different story. Are you grateful to him for giving the same type of advice the Doc did for prolonging your life? No! Nine times out of 10 you are calling him 'pencil happy' and what Mr. Truman called Margaret's music critic. Under your breath, that is." —Ernest J. Antrobus

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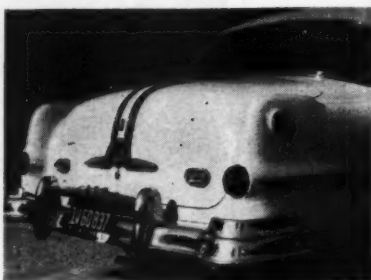
Pontiac Eight

(Continued from page 30)

and pinging was very noticeable under load. On our test car, the transmission did not operate at all smoothly. Forward shifts in DRIVE range were obtrusive and jerky, resulting in a constant awareness of the transmission while driving in traffic and at low speeds. Shifts into REVERSE and LOW range were smoother than before, with less "clunk."

Roadability and Handling

Pivot points in the front suspension have been moved this year. The factory claims that this change results in easier handling on curves, and in reduced tire wear. The staff noted some improvement over last year's model. There was a fairly quick reaction to the necessary correction



More massive rear end features new back-up lights, finned fenders that echo new deck curve. Lock is hidden under handle

when going through a corner, and the steering was not mushy. The body did not lean excessively.

On straight roads without wind, no corrective action was necessary.

Recovery from soft shoulders was quick and positive. On street car tracks, the large, low-pressure tires contributed to the usual whipping aside.

Pontiac continues its comparatively high and horizontal steering wheel position. It is well related to the driver's seating position. Combined with a low floor tunnel, wider-opening doors, and door checks that release easily, it gives the Pontiac a high rating for ease of entrance and exit, and, hence, as a car for stop-and-go driving. Such a wheel position, however, obliges the driver to use his shoulders constantly when driving on curving roads. Fatigue, with its attendant bad effect on safety and comfort, may result. If you are considering the purchase of a Pontiac and a great deal of your driving is on curves, MT Research suggests that you try out the car where you will be driving it.

The steering gear ratio has been raised from 22:1 to 25:1. While this reduces driver effort some 13 per cent, it requires more twisting than before (four turns lock to lock). Optional power steering, with which the test car was not equipped,

(Continued on page 66)

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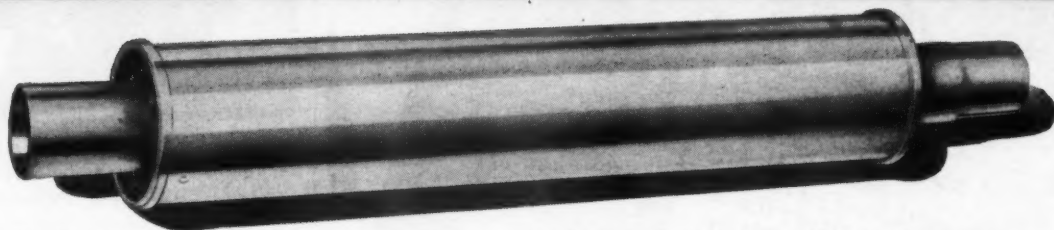
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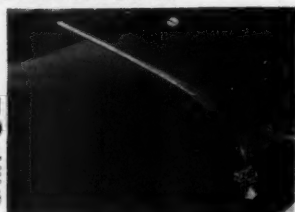
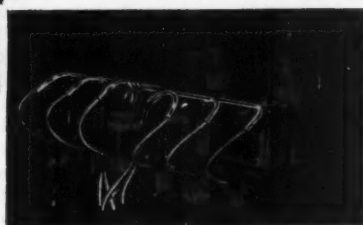
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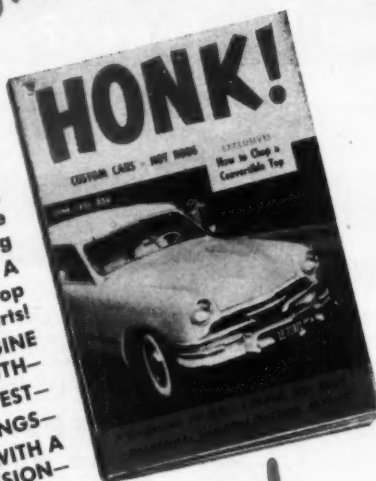
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(Continued from page 64)



Motor Trend's Bob Hoepfner takes time off from more scientific duties to demonstrate low, easy-loading Pontiac trunk sill

is like that of all GM products. That is, the hydraulic booster operates only after the driver expends a few pounds of force, and the ratio does not differ from the standard steering.

Excessive vibration appeared, seemingly throughout the body, at speeds over 70 mph. This objectionable feature was not noted in the '52 Pontiac, which was unusually tractable and solid-feeling at high speeds. Though the wheels were balanced on the test car, the job may have been done improperly, which could cause such a vibration.

A Really Good Ride

As last year, the Pontiac's ride seemed to please everybody. The car flattened out even bad bumps and dips with no bottoming and recovered very quickly, with no oscillation. The tires picked up road noise, which would not have been thought excessive had the car not been undercoated.

Performance

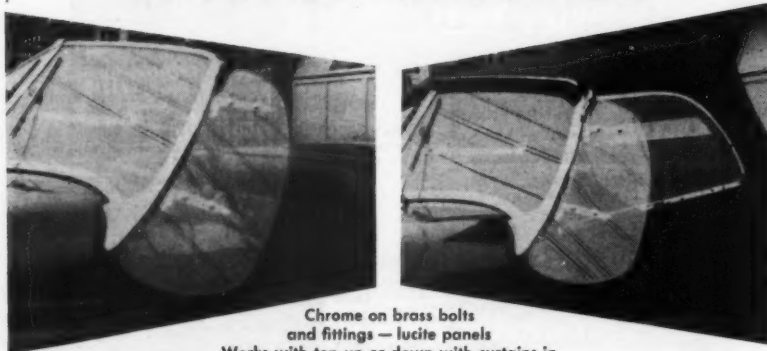
As we expected, performance figures varied hardly at all from those for the 1952 Pontiac Eight. Horsepower and compression ratio were the same on this car as on the '52 test car, but the new model weighed 120 pounds more. Despite this, all acceleration figures were better.

The standing start quarter-mile took 20.3 seconds, or slightly over a second less than in 1952; 0-30 was accomplished in 5.2 seconds, or 0.6 seconds less; 0-60 required 15.9 seconds, nearly three seconds less; and 30-60 took 10.2 seconds, 2.3 seconds less.

The fastest one-way recording of top speed was 97.8 mph, or 2.6 mph faster than last year, and average top speed was also two mph higher.

Also improved were fuel consumption figures, the new car averaging nearly two mpg better in MT Research's traffic test and from a small fraction of a gallon to more than two gallons better in all but one of the tests at steady speeds. At a steady 30 mph in D-4 range, the '52 car got 25.4 mpg, topping the '53 by 1.4 mpg. Gas tank capacity has increased from 17½ to 20 gallons.

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Sixty-six

Motor Trend

Brake stopping distances are another story. They were a bit below average on the '53 car. Attempts were made to "feather" the pedal (that is, to vary foot pressure) to keep the brakes from locking, but to no avail; stopping distances then increased by some 20 feet. Once again this year, the car—in almost every way a satisfactory general-purpose family vehicle—has brakes that are not up to its other features.

The Sturdy Six

Pontiac's six-cylinder engine, once far and away its sales leader, has dropped behind its larger brother in recent years. The price differential is now only about \$75, and the Six with Hydra-Matic uses the same compression ratio as the Eight, requiring the use of premium fuel. In addition, it has a four-inch stroke, rather long by today's standards. Bore is $3\frac{3}{16}$ inches; displacement, 239.2. The Six does have several modifications for 1953 (aluminum alloy pistons, dual carburetors, new camshaft with longer valve opening) and now develops 118 bhp at 3800 rpm (115 with standard transmission). Even so, it lacks the zip of the Eight.

New Body Type

The ranks of the utility wagons have swelled since Plymouth introduced its Suburban in 1949, and Pontiac now offers a six-passenger car of this type, with flat-folding back seat for large loads or sleeping. Other models, including an eight-passenger station wagon, continue as before.

Durability

Only a couple of minor annoyances occurred to plague the MT Research Staff during the testing of the Pontiac. Three chrome rings, which decorate the plastic window regulator handles, fell off during the first week of the tests. Passengers in the rear seat found that the ashtray had to be opened with caution, for it fell to the floor if opened more than halfway.

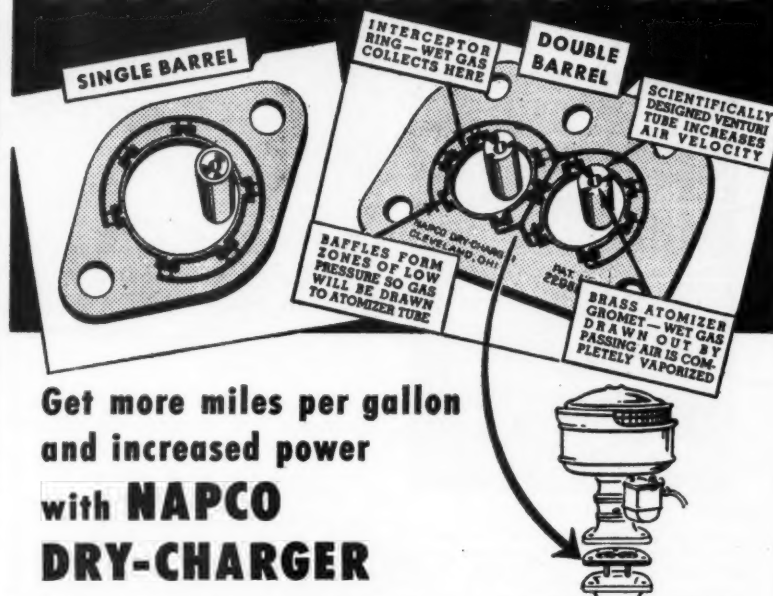
In general, the car's durability potential is excellent. Notably few Pontiac owners are heard to complain about their engines, whose major "bugs" were ironed out long ago. Hydra-Matic drive and the standard synchromesh transmission are both trouble-free and can be counted on for good service.

Summary

What do you want in a car? If you must have top performance, fuel economy second to none, the newest of the new in looks, or an interior where you are cradled in luxury, this car will not satisfy you. But if you are looking for a car that lags behind the crowd in none of these categories, and that you can operate for a very low all-inclusive cost per mile, the Pontiac may well be the car for your serious consideration.

—Pete Molson and Walt Woron

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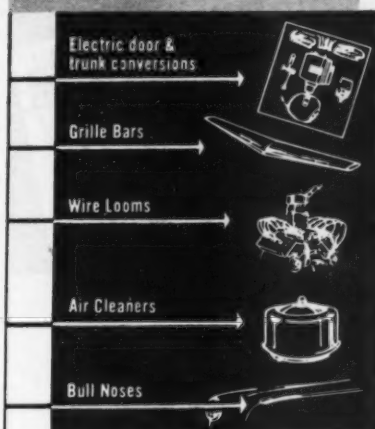
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'53 Fords Feature a Better Ride

(Continued from page 24)



A longer look is provided on '53 Ford by a new chrome molding through center of rear fender line. New jet-wing hood ornament and new oblong parking lights are featured

coupled with a gear box, was not as good as the '52 Ford equipped with overdrive transmission. When attempting to pass other cars, the automatic kickdown to a lower gear provides useful acceleration up to 45 mph. Actually, the kickdown at high cruising speeds pushes the engine rpms to maximum at approximately 58 mph.

Power Equipment Not Available Yet

As in the '52 models, power equipment, such as power brakes, power steering, and power-adjusted seats, is not available in the Ford line of cars. Chevrolet steps out in the lead in this department with its power steering system offered on the Two-Fifty and Bel Air series as optional equipment. The only other car in the low-price field offering power steering, to date, is the Studebaker Champion. MOTOR TREND predicts that, if only to stay in the competition, more of this power equipment will be made available in the low-price cars, including Ford.

Let's Go Inside

The interior of the '53 Ford, as in most other '53 makes, has been improved. Color-harmonized interiors blend well with the new body colors available on all '53 Fords. Interior fabrics are better, giving this low-price car a new luxuriousness.

Instrumentation is essentially the same as last year—positioned conveniently to the driver. The heater control levers did not operate too easily in our test car and, since they were not lighted, we were forced to stop three times on a test drive one night to reposition the controls for comfort. Also, the Fordomatic indicator quadrant was not lighted for night driving. An ashtray is convenient to the driver; the glove compartment is to the far right of the dash panel and is rather small. MT Research has already gone on record as liking the center positioning of glove compartments found on some automobiles.

The front seats are comfortable and include non-sag springs covered with a

thick foam rubber seat pad. Seat track mechanism allows for fore-and-aft adjustment of 4.1 inches. During this adjustment, the front seat cushion rises slightly and the seat back tilts forward to accommodate shorter drivers in the extreme forward position. The back of the front seat is not covered with a stiffener to prevent injury to the knees or to reduce wear to the cloth covering (which is now directly over the springs). As in the '52 models, the brake pedal is suspended from above. New for '53 are the door checks which hold the front doors either two-thirds or wide open. MOTOR TREND's expert Dale Runyan comments: "General appearance of the interior is pleasing, comfortable, and durable, though obviously inexpensive."

Visibility through the one-piece wrap-around windshield and one-piece rear window is good. The windshield meets the corner posts sharply, eliminating a frequent blind spot. A big advantage in traffic is the visible right front fender. There is no blind spot to the right rear. The rear-view mirror does create a blind spot for some drivers. This could be corrected easily by the adaptation of an adjustable mirror that could be raised or lowered on its bracket.

Notes on Exterior Styling

Going over the '53 Ford exterior, our staff found only minor changes this year. The boxy look that Ford introduced with its '49 model has been retained. Its clean lines are combined with functionalism which incorporates good vision both to the front and to the rear. The grille has been changed to a single center-spinner arrangement. The jet-tube taillights are larger this year and can be better seen to the side than last year's design. If these lights were lowered in the rear fenders, it is conceivable that they could easily have a dual purpose—for lights and exhaust tips.

Items that could be improved upon:

Motor Trend

the drip moldings over the window loaded up with water in a rainstorm during the test and water poured onto the driver and front-seat passenger when entering or leaving the car; the luggage compartment opening is considerably above the floor level, making it awkward for removal of packages or the spare tire.

Ford continues to feature center-fill fueling with the gasoline cap concealed behind the license plate, and pushbutton door handles and rotary latches. New is the addition of thick Fiberglas lining under the hood as standard equipment.

On the whole, body components on our test car were well-assembled and, in checking two different Ford dealerships in the Los Angeles area, the cars being displayed were considered to be put together slightly better than average.

Ford's Other Models

Eleven body styles and 18 models are available in the three lines of 1953 Ford cars—Mainline, Customline and Crestline.

In the Mainline and Customline models, except for the Country Sedan (a station wagon), you can get either the V-8 or six-cylinder powerplant. The Victoria (hardtop), Sunliner (convertible), and Country Squire (station wagon) in Crestline series are available only with the V-8 engine.

The 12 basic single-tone and 14 two-tone body colors are complemented with new upholstery fabrics. As in most '53 cars, the colors of the interior garnish moldings, instrument panels, door trim panels, seat sideshields, and headlinings vary to harmonize with the upholstery fabrics and exterior colors.

Summary

On one side of our balance sheet, the Ford still has a few items which need attention. These include: redesigning of the drip moldings to eliminate water loading; enlargement of the luggage compartment opening for easier access to packages, proper padding of the front seatback for greater safety, and an adjustable rear-view mirror to eliminate the blind spot for some drivers.

On the other side, most important change is the suspension system which our MT Research team feels has been greatly improved this year, providing a better ride and better handling characteristics. Although its V-8 powerplant is identical to that of last year, it has been gradually improved over 20 years and its proven capability keeps Ford one of the more desirable of the low-price automobiles. The ohv Ford Six has already created a market for itself, and it is conceivable that the desirability of this series may grow even further. Performance, dependability, and style—all these factors would seem to indicate that the 50th Anniversary Ford may well give the leader a run for his money, if not be the first Ford to move into the sales lead in over 20 years.

—Jim Potter and Walt Woron

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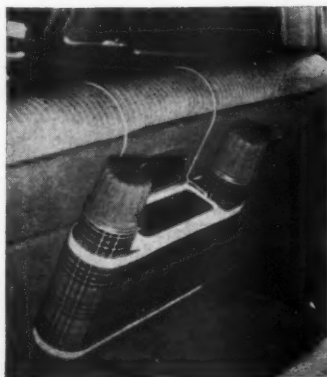
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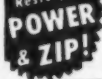


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(Continued from page 34)

locks are down, which should prevent children from inadvertently opening them.

In sudden stops, momentum can hurl heavy objects from a car's trunk through the rear seat back if it is not securely braced. In the Cad, there are brackets.

MOTOR TREND will continue to include in its analyses all items that it considers of relative importance and that could easily be incorporated into all cars, regardless of whether only one car—or, as in the case of an adequate crash pad, none—is satisfactorily equipped.

A Test Drive

Guiding the Cadillac is an almost effortless undertaking when it is equipped with power steering. The wheel position is a high one, in typical GM fashion, and the ratio is high too (25.47:1), requiring five turns from lock to lock. Last year, MOTOR TREND mentioned that the hydraulic booster might cut in too suddenly, causing the driver to overshoot his mark. On further familiarity with the various systems, such a possibility seems unlikely. At any rate, we were utterly at ease in the Cadillac. We did note a small amount of play in the wheel. Many makers claim that their variety of power steering gives a true feel of the road, but seldom has the testing staff noted so little loss of "road sense" as on this car. There is little sensation that the system is a hydraulically assisted one. Rather, it suggests exceptionally easy conventional steering.

Non-slip plastic grips on the wheel are located at the "8:20" position. One driver of average height found that the armrest struck his elbow at this position. In any event, many drivers prefer a "10:20" or even "10:10" position, and grips above the crossbar as well as below it would give them more freedom.

Unlike last year's test car, this one was whipped aside (though not at all badly) by soft shoulders on the highway. Street-car tracks gave it some trouble, and so did ruts. Very little steering vibration was noted. At high speeds on straight roads, the car held its direction well, requiring no correction.

Parking, which requires so little physical exertion, would be simpler if the fenders were visible. Because of the high hood, the right front one is hidden, and even the right rear tail fin, which could be a useful guide, cannot be seen from the driver's seat. Aside from this, vision is excellent in all directions. Directly ahead of him, the driver has a view of the road close to the car.

Hydra-Matic transmission is standard. Smoothness has increased to the point where this more efficient drive can now be compared (at least, as it operates on the Cadillac) with the torque converters. Unless one is watching for the shift points, they frequently pass unnoticed.

Brake lining area is up from 241.5 to 258.5 square inches; stopping distances showed a slight improvement. Pedal pressure, though not unduly high, is noticeably greater than on the Chevrolet, for example. Cadillac is the only car in its field on which power brakes are not available. Left-foot operation of the brake pedal is rather difficult, the pedal being close to the throttle and a little small.

Riding comfort is fine. Some vibration is transmitted to the body on washboard roads. Sidesway does not disturb the passengers. After a very bad dip taken fast, we noticed some "walking" (the wheels left the road for brief intervals). Aside from this, there were no complaints.

More Performance, More Fuel Economy

Acceleration and top speed, of course, are remarkable, topping the 1952 figures by varying margins. Highest top speed recorded was 116.9 mph, about 1.5 mph faster than last year, but the average of four runs was 115.4 or nearly six mph faster.

Credit for the increase is divided. Horsepower is up 10 per cent. Last year's optional rear axle ratio of 3.07 (3.36 was then standard) is now regular equipment, and there is a new 12-volt electric system.

In the engine itself, a new combustion chamber has increased the compression ratio to 8.25:1. Flame travel is shortened and turbulence is increased. Longer aluminum alloy pistons are slipper type, permitting them to nest between crankshaft counterweights. Valves now open wider. The 1952 dual exhaust system continues in use.

Already an economical car to drive, this large V-8 shows increased gasoline mileage in nearly every department. Most startling were comparisons with the '52 model in fourth gear (D-4 range). These yielded increases of 7.2 and 4.4 mpg at 30 and 45 mph, respectively. Engine changes (see above) are responsible. Improvement here, too, must be credited to the higher rear axle ratio and, in lesser degree, to the 12-volt system. Mobilgas Special fuel was used, the car, of course, requiring premium gasoline.

Some Trifles—Pro and Con

In small items of finish and detail, a mixed impression is presented. A rain seal at the forward outside edge of the doors prevents unexpected showers when leaving the car in the wet. Metal pads on lower surfaces throughout the car will effectively halt much evidence of wear. Door jambs, though they compare favorably with those of most other cars, are not finished with the care one expects to find. Variations in the fit of door panels are clearly visible. The new wheel discs fit the valve stems too closely for convenient tire checks.

Motor Trend

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For neatness under the hood, the fiber blanket is trimly bound in plastic, making it easy to keep clean. Considering the large number of standard and optional engine accessories that have to share the compartment, accessibility is good except for the power steering gearbox, which is under the left-hand exhaust manifold and the heater duct, as it was last year.

Accessories

As far as publicity goes, GM's leading accessory this year is unquestionably its air conditioner. This is, of course, made by Frigidaire, and on the Cadillac it costs a little over \$600. Operation is simple for the driver. For particularly hot climates, cool air flows from continuous ducts above the doors; for temperate zones, it comes from the parcel shelf behind the rear seat and above the evaporator itself. The evaporator and blowers take up surprisingly little space in the trunk. Separate controls are provided for the two sides of the car, so that the sunny side can be cooled more than the other. Since the air-conditioner operates with the windows closed, freedom from wind noise, with its consequent lessening of fatigue, is a pleasant feature. Wind noise is of average intensity in the Cadillac with windows open.

The "Autronic Eye" on our test car appeared identical with the one on the Pontiac. (MOTOR TREND is planning an accessory trial for the photo-electric unit.)

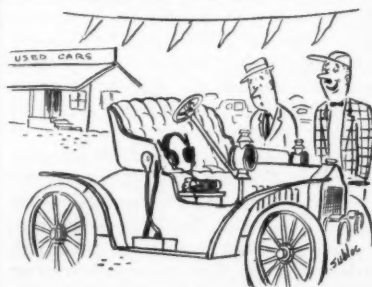
Undercoating and an oil filter still are extra on this car, costing, respectively, \$45 and \$11. The MT Research staff feels that both these items should be standard equipment on this luxury car.

Summary

The Cadillac could be better, like any other car we ever heard of. It has few truly unusual features; compared to the American classics of yesterday, it isn't even very big. But it will give you comfort and luxury with its thickly padded seats, high-grade materials from floor to ceiling, and room for everyone. You can sell it for a high percentage of what you paid for it.

It is very easy to handle, economical to run and a top-notch performer. No doubt this combination, along with reputation, will sell many '53 Cadillacs.

—Walt Woron and Pete Molson

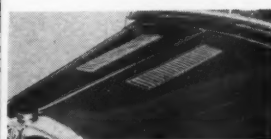


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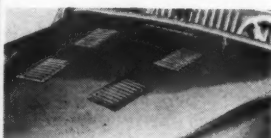
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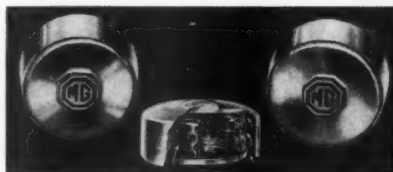
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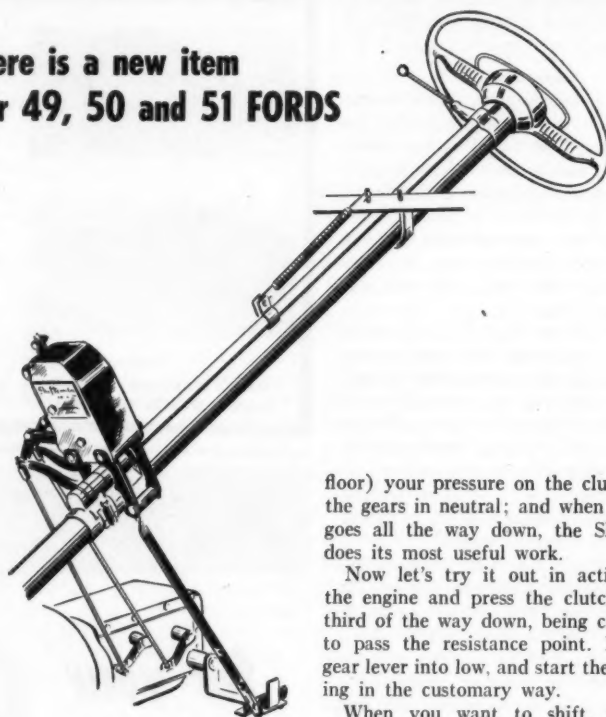
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ACCESSORY TRIAL

An MT Research Report
By Bob Hoepfner

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floor) your pressure on the clutch places the gears in neutral; and when your foot goes all the way down, the Shiftomatic does its most useful work.

Now let's try it out in action: Start the engine and press the clutch pedal a third of the way down, being careful not to pass the resistance point. Move the gear lever into low, and start the car moving in the customary way.

When you want to shift, press the clutch pedal to the floor. In doing so, you have passed the "hard" spot, throwing the gears (including the lever) into neutral. Then, when your pedal touches the floor, they quickly and quietly shift to second. The gear lever, however, will remain in neutral position from this point on, unless you move it by hand.

Release the pedal, accelerate in second, and, when you are ready for high, repeat the operation. As you hit the floorboard, the Shiftomatic flicks the gears into high. MT Research test drivers agree that the clutch requires somewhat more pedal pressure than normal to operate Shiftomatic.

This accessory operates with extreme quietness and smoothness. It is possible to clash the gears only if you try to (by pressing and releasing the clutch as fast as possible). Its shifts are faster than the hand shifts most drivers make. Engine braking in second for hills or stops is available with a little less hassle than with ordinary controls.

If you need its services, Shiftomatic performs them well. It is lubricated for life, and requires but two possible adjustments. If anything should go wrong with it, you can always drive home in the old-fashioned way. You can order it from Shiftomatic, 3447 E. 15th St., Los Angeles 23, Calif.

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IMPORTANT NOTICE! Beginning this month, all Sell 'N' Swap ads are classified as follows: SELL, WANTED, SELL OR SWAP, and SWAP. The charge for each ad is raised to four dollars following this issue because of the rise in production costs. Address your request to Sell 'N' Swap.—Editor

SELL

'32 JAGUAR XK-120 coupe, excellent condition, might consider trade. J. McDowell, 6172 York St., Boise, Idaho.

'29 HUDSON, low mileage, F-head engine, new tires, rechromed, black lacquer, original, excellent condition, \$475. W. Stahl, 1107 E. Central, Springfield, Mo.

'33 CADILLAC V-16 five-passenger, four door, six wire wheels, all weather conv. phaeton, Lady X model, good running condition, 63,500 miles, \$750. R. Fralick, NW 5th Ave., Miami 38, Fla.

TRADE JOURNALS, '05 to '26, Horseless Age, and many others, numerous instruction manuals, part books and literature, vintage car parts. E. DeCamp, Box 106, Sparta, N.J.

S.C.O.T. SUPERCHARGER kit, Rajo head kit, all items for Chevrolet in good condition. P. Lenertz, 3035 NW 22nd Court, Miami, Fla.

'20 STANLEY STEAMER 4 x 5 engine only, no crankcase or differential, hardly used, will deliver 400 miles from Cleveland on ship, best offer, 19er \$250. R. Smith, 2225 Alger Rd., Lakewood 7, Ohio. FORD ENGINE complete with planed heads, chopped flywheel, 59 block, 3 1/2 x 4 1/2 cam, ported and relieved, \$200 or best offer. Hartington Auto Salvage, Hartington, Nebr.

'32 CADILLAC V-12 ohv conv. sedan, blue with red trim with red wire wheels, new paint and top last summer, Bosch radio, fine condition, best offer over \$325. E. Vinding, PO Box 262, Port Chester, N.Y.

'36 LINCOLN K sedan, V-12 cyl., black town car with Brunn body, tires almost new, including two side spares, very fine condition inside and out, best offer over \$1000. E. Vinding, PO Box 262, Port Chester, N.Y.

ENGINE BLOCKS, brand new, for '40 Ford V-8 60, \$50 each or trade for racing parts. F. Blum, Jr., 905 Summer Place, Pittsburgh 16, Pa.

'34 PACKARD light eight conv. coupe; body, upholstery and running condition excellent, pics on request, \$450. E. Pohlmann, 35 N. 16th St., East Orange, N.J. OR 23992.

'31 REO ROYALE, eight cylinder, sports victoria, hydraulic brakes, six near-new tires and wire wheels, excellent condition, drive anywhere, all parts still available, \$450. Dr. S. Bradley, Warrensburg, Mo.

'51 MG TD, slightly modified, radio, heater, many extras, Baranni chrome wire wheels, beautiful condition, black and beige, 20,000 miles, \$1800. M. Ross, 1120 3rd Ave., Huntington, W. Va.

'48 CONTINENTAL hardtop, showroom condition, customized, '52 Lincoln 172 hp ohv engine with B & G overdrive, in mint condition mechanically, buyers only, no trade, \$3500 cash. B. Acker, 1950 S. 77th St., West Allis 14, Wisc. Bluemound 88313.

AUTO ADS, catalogs, manuals, 2000 different, other collectors' items galore at bargain prices, 10¢ in stamps for list. W. McMillan, 8412 Flower Ave., Takoma Park 12, Md.

'52 ALLARD K-2 special Warner 270 hp Cadillac, probably hottest K-2, De Dion rear, 3800 miles, condition perfect. Lt. Col. R. Tilley, Bldg. A-105, SAC Hq., Omaha, Neb.

AK MILLER products; 3/4 cam and mechanical lifter set-up for '49-'52 Oldsmobile Rocket Hydra-Matic or standard transmission, less than 5000 miles in new car, perfect condition. R. Donovan, 602 W. 4th St., Cisco, Texas. Phone 1067W.

'40 LINCOLN ENGINE, 135 hp, 7000 miles, perfect shape, \$300 for complete engine. Engine equipped with Hydra-Matic transmission, \$400. Norm's Body Shop, 1321 1st Ave., N. Billings, Mont.

'33 AUBURN speedster, body excellent shape, needs paint, new brakes, shocks, upholstery, '39 Buick Century engine, overhauled completely, \$400. W. Gregory, 14751 E. Teton Dr., Puente, Calif.

'24 MARMON sedan, overhead valves, eight cylinder, six wire wheels, car is complete, needs paint, runs good, \$100. R. Brule, 120 W. Main, El Cajon, Calif.

'08 FORD T touring, serial #5936, new tires, never been restored, original finish, was driven 500 miles on trip last year, second owner, \$1000. R. Buchanan, RR 1, Allendale, Ill.

HUPMOBILE SKYLARK engine with accessories, also transmission. H. Goslin, Jr., 33 Summer St., Attleboro, Mass.



AIR LIFTS 'Up Front' again at Daytona

Air Lifts assure positive control and stability on the curves at any speed. That's why the winners in such famous races as The Darlington '500,' Mexico's Pan American, and the Grand National Daytona Beach race equipped their cars with Air Lifts.

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'49-'51 Ford Kits...\$59.50
'49-'52 Chevy Kits...\$59.50
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1953 Chevy Skirt...\$13.95
1953 Plymouth Skirt...\$12.95
1952-1953 Ford Skirts...\$12.95

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PHOTOS OF THE LATEST
CUSTOM & SPEED ACCESSORIES. Fully described and illustrated.
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DUAL: \$25.00

NEW MUFFLER DESIGN UPS MOTOR PERFORMANCE

Back pressure goes down, power goes up, when you install McLeod Silencers in your car. Unique new muffler is result of long research to improve motor efficiency of your cars. Patented fins are designed to control exhaust stream, allow fuller use of power output. Cut out motor spitting and clogging. Boost engine "bite" on get-away.

Made for Your Car

All McLeod Silencers are tailored for individual auto fit. Made from heavy gauge steel for long life. Can't rust out. Won't blow out. Specify year, make and model of your car and type of transmission when ordering. You must be satisfied, or your money back.

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Please send my McLeod:

☐ Single Silencer \$15.00 ☐ Dual Silencers \$25.00

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☐ Payment in full enclosed

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50% deposit enclosed.

Balance payable on delivery.

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\$2 Kozak DRYwashes Your Car 50 to 100 Times FREE!

CLEANS autos fast and easy. The original auto DRY Wash. 10,000,000 sold to auto fans "in the know"! Hundreds of unsuccessful imitators for 26 years! Use with equal success on Cadillac or priceless antique. Removes dirt, polishes, cleans, saves time, work, money. No water needed—safe, protects finish. Takes a few seconds, save entire coat on first use. And you must be astonished, delighted, tickled pink, or keep it and get your money back by return mail!

We'll send big, soft, deep pile Kozaks, to you and/or friends: (Give names, addresses.)

Regular Kozak: (Will save \$100, hours, sore muscles)

1 for \$2, 3 for \$5, 5 for \$8, 12 for \$18

Super: (last 4 times longer)

1 for \$3, 2 for \$5, 5 for \$10

(Beautiful Plaid Kit Bag and Gloves \$1 extra)

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Kozak, 28 West Lyon St., Batavia, N.Y.

I enclose \$_____ Please send

Name _____

Address _____

City & Zone _____ State _____

Satisfaction guaranteed or money back

SELL (Continued)

'31 L29 CORD boat-tailed speedster, Duesenberg instrument panel, needs restorating, new tires, fine car for classic enthusiast, \$550 cash or swap. W. Craig, 3042 Nicol Ave., Oakland, Calif.

'37-'39 PACKARD V-12 engine parts; block, crankshaft, heads, clutch, parts left over from extra engine. R. McCain, 3323 Ingersoll, Apt. 207, Des Moines, Iowa.

CLASSIC CAR catalogs; Cadillac, Lincoln, Packard, also foreign and orphan cars, also Motor (N.Y.) annuals. Details for free, stamped, self-addressed envelope. A. Twohy, 400 N. Kenmore Ave., Los Angeles, Calif.

'30 CHRYSLER roadster, has wire wheels, side-mounts, hydraulic brakes, 17,000 miles, car has not been restored, but is in perfect original condition. G. Dunn, 3737 Adams, Indianapolis, Ind.

CORD-CADILLAC 810 phaeton, Hydra-Matic, beautifully restored, new top, lacquer, Royal Master whitewalls, dual carbs, exhausts, chromed engine accessories, \$2500 or make offer, photos. P. Greenleaf, 2921 McGee, Kansas City, Mo. Grand 2480.

FORD T TIMERS, coils, coil points, band lining sets, plugs, spindle bolt sets, rings, wheel bearings, new, many more items, write your needs, no list. S. Tull, Jr., 2020 N. 37th St., Omaha, Neb.

'52 JAGUAR XK-120 roadster, automotive white, always hangered, and never raced, perfect shape, 9500 miles, \$3400. Major R. Barroclough, Box 7138, Wright Patterson AFB, Dayton, Ohio.

WHEEL COVERS, 15 in., for '52 Buick, set of fender skirts for late Buick or '51-'52 Olds 88, standard Olds equipment, write for price. T. Bucker, RR 2, Almyra, Ark.

'40 CADILLAC, seven-passenger. McAshen, 1 Easy St., Ingram, Texas.

EDMUNDS custom dual intake manifold for '36-'48 Cadillac, new, will also fit '37-'40 La Salle. Cost \$63.25, sell for \$40. F. Yanak, R. 2, Belmont, Ohio. AUTOMOBILE CATALOGS, advertisements, MoToR Annuals, photos, etc. Also some foreign literature, mostly from '30 to '36. Write and list what you are interested in. J. VanCranenbrock, 2653 Asbury Ave., Evanston, Ill.

812 CORD conv., Beverly, 132-in. wheelbase, trunk, 34,000 miles, original throughout, blue interior, perfect original grey exterior new six-ply whitewalls, \$1895. H. Russell, 1434 N. Broadview, Wichita, Kans.

'48 LINCOLN CONTINENTAL hardtop, perfect throughout, 43,000 miles, 600 miles on complete engine overhaul, radio, heater, overdrive, will consider best cash offer. P. Mullins, 1014 Lomas Blvd. N.W., Albuquerque, N. Mexico.

'31 RED PARTS for sedan; door, fenders, dash, hood, radiator and shell, all good condition, any fair offer, want manual for same car. W. Bryan, 2229 23rd St., Santa Monica, Calif.

'51 NASH HEALEY, cream colored conv., 11,000 miles, car is guaranteed throughout, \$3250 cash, will answer all letters. C. Gautin, Box 180, Lamont, Okla.

'51 MG TD, red, heater, Italmeccanica blower, Smitty muffler, excellent condition, never raced, \$1595. L. Kahl, 120 E. Stephenson St., Freeport, Ill.

'52 XK-120 JAGUAR, modified, bronze, only 2500 miles, cost \$4700, will sacrifice for \$4100, or exchange for late Cadillac conv. L. Kahl, 120 E. Stephenson St., Freeport, Ill.

ROLLS-ROYCE Phantom II Brewster body coupe, new leather-lined Carson top, showroom condition. N. Patton, 24 Balboa Coves, Newport Beach, Calif.

'39 PLYMOUTH four-door conv., less than 100 of these models made, top new, body, engine and transmission good. N. Silvester, 10 Sergeant St., Princeton, N.J.

'41 FORD, '40 Olds engine, with less than 10,000 miles, perfect condition, new paint and upholstery, \$1000 or best offer, will accept late model car. C. Florian, Dixon Lake, Plymouth, Ind.

TYPE 57 BUGATTI, hydraulic brakes, rubber mounted engine, four-seater, two-door coupe, in original and excellent condition, spares obtainable, \$3250 or offer. J. Colenbrander, 1276 Broadview, Toronto, Ont., Canada.

'29 DODGE D46 four-door sedan, 68,000 miles, bought from original owner, excellent condition, lots of extras, 14 tires, \$300 or best offer. R. Prudhomme, 930 N. 4th Ave., E. Duluth, Minn.

'34 PACKARD V-12 seven-passenger limousine, excellent interior and good running shape, six good tires and wire wheels, \$350 cash. M. Sternheimer, 4417 Monument Ave., Richmond, Va.

'35 AUBURN supercharged speedster in excellent condition, \$2100. Will send photo and more information on request. M. Wilkerson, 1051 Opal St., San Diego 9, Calif.

'32 PORSCHE 1500 cc coupe, 15,000 miles, immaculate condition, \$3895. W. Kieckhefer, 425 W. San Mateo Dr., San Mateo, Calif.

'52 WILLYS Aero Ace; maroon and grey with whitewalls, chrome wheel discs, radio, heater, overdrive, only 4000 miles, 19530. J. Bennett, 1402 E. Warren, Victoria, Texas.

'29 STUTZ hardtop coupe, new tires, partially restored, part of estate, \$800. E. Andrews, 5713 Tujunga Ave., N. Hollywood, Calif.

L29 CORD; perfect, go anywhere, 45,000 actual miles, best offer over \$600 or swap for Duesenberg, Bugatti, or 1-100 Jaguar. Prefer West of Denver. D. Chase, 2590 Lincoln St., Eugene, Ore.

FORD T PARTS; new fenders, radiator shells, motor heads, firewalls, hood hold-down plates, for '17-

Increase gas mileage!

10 DAY
FREE TRIAL
IN YOUR CAR

TEST FOR
✓ BETTER MILEAGE
✓ BETTER IDLING
✓ FASTER PICKUP



TRY BEFORE YOU BUY— PAY ONLY IF SATISFIED!

Did you know that your engine actually uses a richer gasoline mixture when you take your foot off the gas pedal than when you step on it? When your engine slows down or idles, higher manifold vacuum sucks a far richer mixture through the carburetor than needed even for fast driving. At last, engineers designed the Gane Air-Flow needle to bleed air during high manifold vacuum periods and thus try to increase gas mileage. Does it work? Of the more than 1/2 million users, some report up to 25% more mileage, faster pickup, smoother idling. But some swear at them, say: "no improvement!" and fire the "little stinkers" back to us—proving Ganes sometimes fail. That's why we invite you to TRY BEFORE YOU BUY.

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Just send us your name and address plus make, year & number of cylinders of your car & carburetor make (if you happen to know). Install easily in a few minutes, then check your mileage for 10 days. If you average 2 or more extra miles per gallon, send us \$1.50 per needle. If you don't, send them back & owe nothing. Write:

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Extra Heavy
VINYL PLASTIC

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PORTABLE GARAGE

Protects against rain, snow, tree drippings, etc. Elastic bottom holds snug around car. Special reinforcements for hood ornament and radio aerial. Clear only. Order COD, enclose \$1 deposit, bal. and postage on delivery, or save postage, send \$17.95 with order, sent prepaid. Specify car make and model.

OLLIE AUTO TOP
2065 HAMPTON ST. LOUIS 10, MO



UGLY DOOR-EDGE DAMAGE

Add years of beauty to your car

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Prevent chipping, rust, door rattle... keep that brilliant new car finish for the life of your car. Guaranteed not to break, corrode or chip in all weather conditions... it's a sensation! Fits all stock, sport, custom, American, Foreign cars, available in crystal clear, metallic chrome or patent black plastic.

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AIRCOOLED OIL FILTER.....\$9.85
Filters and cools motor oil. Die cast aluminum alloy. Economy for all auto engines. Advise model.
In beautiful chrome.....\$14.50
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Flexible lines kit.....\$4.60
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Jackson Equipment Co., 2095-T Cedar, Alhambra, Calif.

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12 old-time favorites in washable glaze full colors. Each decalmania about 4 inches long, just the right size for hundreds of uses—on glasses, ash trays, coasters, furniture, lamps, walls, mirrors, cabinets, auto dashboard, frame as pictures, etc. Designed by famous artist Clarence F. Hornung. Perfect details on 1908 Stanley Steamer, 1903 Olds, 1904 Studebaker Electric, 1908 Maxwell and 8 others, all different. Easy to transfer. Mailed postpaid (U. S. and Canada only) with simple instructions. No C.O.D.'s. Just send \$2.00 to

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BIG ALUMINUM flag (4 1/2" long).
Your initials in bright red or strong
blue on BOTH SIDES. High-
ly polished; keeps shiny &
firm; matches
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CLIP AD NOW! Initials (2) ☐ Red ☐ Blue ☐
Name _____
Address _____
TO: CAL-YORK PRODUCTS CO., Dept. MT
909 Park Avenue, Rochester 10, N. Y.



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2 JEEPS OUT OF 1**

Ends front wheel drag on all 4-wheel
drive Willys and Dodge vehicles.

Willys, \$28
Dodge, \$23 Save gas up to 5 miles per gallon, tire wear, front
axles, increases speed and power. Stops shimmy—front
P.D., U.S., wheels coast out of gear! 4-wheel drive handles, per-
Canada forms, climb like 2-wheel. Install or remove in 10
minutes. Polished aluminum, guaranteed. See your Willys dealer
or if no dealer in your area, rush check, M.O., or C.O.D. to
WARN MFG. CO., RIVERTON, Box 6064-T, Seattle 88, Wash.

SELL (Continued)

'28. F. Gibbs, 88 Pease Ave., Verona, N.J.
TIRES: 32 x 4, have 18, some new, some used,
priced from \$12-\$25 each. Also have tubes and
rims. H. Anderson, 4703 Franklin St., Omaha 4,
Nebr.

'37 CORD, model 812, standard five-passenger
conv., good condition, black body and black top,
\$1850. R. Neavling, 1196 Shoreham Rd., Highland
Pk, Camp Hill, Pa.

MARK V JAGUAR saloon, black, whitewalls, tools,
spare parts, extra instruments, \$1900, deliver for
expenses. J. Needles, 1108 Grammar St., Vicksburg,
Miss.

'32 FORD coupe, channeled, hydraulic's, 3.27 rear
end, complete instruments, cycle fenders all around,
'42 Mercury engine, Evans manifold, all in new
condition, \$500. E. Peters, Vallonia, Ind.

'47 LINCOLN CONTINENTAL conv., factory condi-
tion throughout, flawless paint, new leather up-
holstery, trade for late model and cash, pics avail-
able. J. Baldwin, 133 M St., Salt Lake City, Utah.
'35 V-12 PACKARD, model 1207 conv. coupe, rum-
bleseat, six wire wheels, etc. complete but needs re-
finishing, engine rebuilt, make offer. Box 4743,
Redford Station, Detroit 19, Mich.

'26 LANCIA LAMBDA, double cowl phaeton, see
picture in "True's Automotive Yearbook," page 7.
P. Ingram, 1198 Ramona Rd., Apple Valley, Calif.
Victorville 55440.

ROLLS-ROYCE phantom I four-door, drives like a
Rolls should drive, engine very good, new paint,
new tire covers, trunk cover. P. Ingram, 1198
Ramona Rd., Apple Valley, Calif. Victorville 55440.

'32 CADILLAC roadster, special built, like new con-
dition, new top, black. P. Ingram, 1198 Ramona
Rd., Apple Valley, Calif. Victorville 55440.

'48 MG TC roadster, very good condition, would
swap for classic. P. Ingram, 1198 Ramona Rd.,
Apple Valley, Calif. Victorville 55440.

'53 JAGUAR, low mileage, save \$400. H. Hutchins,
722 Pear St., Mt. Carmel, Ill.

'51 JAGUAR MARK VII sedan, 20,000 miles, ex-
cellent condition, pastel green, best offer. WOJG
M. Steigenga, 2843th Maint. Gp., Olmsted AFB,
Middletown, Pa.

'49 OLDSMOBILE Rocket engine, complete, no trans-
mission, \$290. FOB, South Bend. P. Fodge, 379
W. Wayne St., South Bend, Ind.

'26 CHANDLER six-cylinder sedan, 21,000 actual
miles, a good clean classic, original title, \$300.
A. Eby, Hyland Apiaries, West Elkton, Ohio.

'36 CORD Beverly sedan, all original trim wheel
discs, etc. Good mechanical condition, needs some
fender and upholstery work. \$740. A. Eby, Hyland
Apiaries, West Elkton, Ohio.

'18 CHEVROLET, Royal Mail engine OK, no tires,
rear of body chopped off. \$90. A. Eby, Hyland
Apiaries, West Elkton, Ohio.

'32 PONTIAC six-cylinder four-door sedan, 38,000
actual miles, second owner, has original hood orna-
ment and original spare tire cover, \$395. G. Ren-
ninger, 121 E. Lemon St., Lancaster, Pa.

'37 PACKARD Super Eight four-door, 36,000 actual
miles, new Firestone tires, mechanically perfect,
upholstery and sheet metal good, radio, heater,
fog lights, make offer. J. Barlion, 3725 Applegate,
Cincinnati 11, Ohio.

EDMUNDS dual intake manifold for Studebaker
Champion, slightly used, \$30. less carbs. Two good
used 34 x 4 1/2 tires, four new 30 x 3 1/2 tires and
tubes. G. Fuller, 503 East 8th St., Muscatine, Iowa.

'41 CHEVROLET club coupe, all filled, 15 coats green
lacquer, whitewalls, green and white pleated
leatherette interior, full race engine all chromed.
B. Coulter, 127 S. San Marino Ave., San Gabriel,
Calif.

NICSON dual manifold for Chevrolet with two
chrome Stromberg BXOV2 carbs and chrome Hellings
air cleaners, complete with lines, fittings and lin-
age, \$55. K. Lehmann, 757 E. 103 St., Brooklyn 36,
N.Y.

'40 GRAHAM, Hollywood supercharged, excellent
condition throughout, took owner two years of
spare time to restore, less than 500 miles since re-
stored, \$1200. H. Popple, 5613 43rd Ave., Kenosha,
Wisc.

'25 FORD T roadster, like new, side curtains, park-
ing lamps, only about 1200 miles on car, perfect
condition. L. Downing, 525 Franklin St., Elroy, Wisc.

'15 INTERNATIONAL pickup, hard rubber tires, gas
lights, radiator rear of engine, runs good. L. Down-
ing, 525 Franklin St., Elroy, Wisc.

REEDS starting and lighting ignition manual for all
cars '12-'20, 800 pages. Radio shortwave manual
for cars from '22-'28, genuine new Ford T parts.
R. Busch, Wiggins, Colo.

WRECKING out '52 Morris Minor two-door conv.
sedan; left front fender, left door complete, rear
fenders, trunk lid, top and rear body panels avail-
able. K. Teel, 1992 Anaheim St., Costa Mesa, Calif.

'21 ANDERSON, model C, big six, 12,000 miles,
fine running condition, excellent rubber, \$400. W.
Pooler, Jr., 1345 High Ridge Rd., Stamford, Conn.

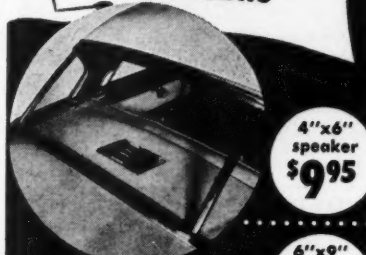
CHEVROLET competition engine, triple carbs, Isen-
darian track cam, Beland headers, Spaulding ig-
nition, special head and large valves, perfect con-
dition, all new parts, ready to run, \$500. B.
Springer, 6035 Velasco, Dallas 6, Texas.

'41 PACKARD; mint condition, original throughout,
one owner, perfect mechanically, 120 series, mid-
night blue sedan, sidemounts, pics on request, \$1000.
J. Comer, 13845 San Juan Dr., Detroit 21, Mich.

'48 HARLEY, model 45, completely rebuilt motor,
transmission, front end, generator. New battery,

now...

a rear seat speaker
for every model
automobile



4"x6"
speaker
\$9.95

6"x9"
speaker
\$13.95

- Installation is easy.
- Adaptors included to hook up radio in most cars by plugging into set.
- Chrome grille customizes car interior.
- Weatherproofed to give longer life.
- Specify make, model of car when ordering.
- Send 20% deposit with C.O.D. orders.

AERO-TONE MFG. CO.

4836 Jay Road Detroit 4, Michigan

CHROME DASH PANELS



1941 Ford (2-pc.) dash panel.....	\$10.95
1942-48 Ford or Mercury dash panel.....	\$16.95
1941 Ford radio panel.....	\$ 3.65
(specify if Phico or Zenith)	
1940 Ford instrument panel.....	\$ 6.95
1940 Ford clock panel.....	\$ 3.45
1940 Ford radio panel.....	\$ 3.45
1941 Mercury dash panel.....	\$16.95

LOWERING SHACKLES

For Ford-Mercury—set of 4

4".....	\$1.25	1932
5".....	\$1.50	to
6".....	\$1.75	1948

LOWERING BLOCKS

\$3.95 set (2" drop)

consists of 4 U bolts and 2 blocks (add \$1 for 3" drop)

SPECIFY YEAR AND MAKE OF CAR

Immed. Delivery, Send 25% deposit with order

LEO'S AUTO SUPPLY

ARIZONA'S LARGEST HOT ROD SHOP
Dept. M-5, 2823 N. Stone Av., Tucson, Ariz.

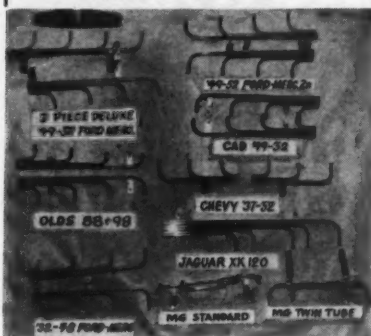
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May 1953

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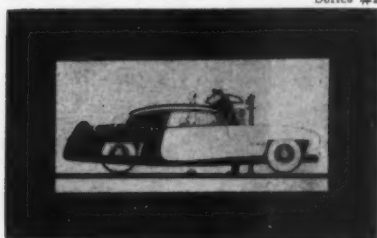
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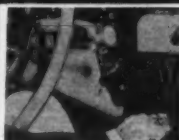
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Seventy-eight

European Newsletter

(Continued from page 56)

system; the headlights have three intensities, and control of the signal lights, parking, and dimmer lights as well as the headlights is beneath the steering wheel. The engine compartment is illuminated by the parking lights. Unfortunately, at this moment there is no information on the price of this long-awaited car. We can suppose that its top speed will lie at about 72 mph. Of its acceleration I can give the following indication: The Fiat 1100 puts 4625 feet behind it in one minute with continuous shifting. It will be produced by the famed Turin motorworks in northern Italy.

BELGIUM: Recognized sensation of the Brussels Salon was the **Studebaker Commander coupe**, a car which received solid endorsement from the European factory experts. The lines and form of its body suggest that its creators have evolved an almost ideal form. Here, without a doubt, is a synthesis of American and European body form which clearly proves what man can achieve without excess use of chrome and surrealistic fronts and fenders. . . . A by-now-familiar car, the **German Trippel**, whose production has often been announced but never established, appeared this time under the name "Mara-

thon" and is to be produced "soon," this time by a Dutch firm. . . . The old Belgian car builder, **Minerva**, is negotiating for the manufacturing rights to the **Italian Cems-Caproni**. This car, which drew all eyes at its first unveiling at the Turin Salon in 1948 because of its interesting construction, could not go into production because of the firm's bankruptcy. The Cems-Caproni—or the new Minerva—has a full swinging axle with front and rear coil springs and a "tub" frame of pressed steel plate. The car has used a water-cooled, four-cylinder engine of 1.25 liters (76.28 cubic inches) displacement, mounted in front of the axle and using front-wheel drive. However, Minerva intends to develop, produce, and use an **air-cooled, 1.5 liter (91.53 cubic inches), horizontally opposed four-cylinder engine** of its own design. The Minerva firm has now acquired construction rights on the Continent for the **Armstrong Siddeley Sapphire**, which has an ohv, 3.4 liter (209.64 cubic inches), six-cylinder engine with hemispherical combustion chambers and developing 122 hp, and an electric, steering-wheel-mounted, four-speed pre-selector transmission. One of these luxurious British sedans is now on tour in the United States. It is reported that they will be priced close to the Jaguar Mark VII.

—Günther Molter

What Is Your Idea of the Best Car in the World?

What's the best car in the world? Not of this year. Or last. But of all time.

Is it the Mercedes SS? Or the Mercedes 300SL? The 1930 Duesenberg? Or the '53 Lincoln? The Ferrari? Or the Stutz Bearcat? The Porsche? Or the Apperson Jackrabbit?

You probably have a favorite. One that you're sure will (or would) stand up against the best of them. That's about the way each of us on the staff of MOTOR TREND feels. In fact, favorite cars (or best cars) are what prompted a recent hectic discussion here in our offices.

We got into a discussion on the relative merits of some of the better cars of all time, but with no particular agreement on the subject. Then, some bright person, whose name we won't divulge at present, suggested the following: "Why not ask our readers? After all, they're the best cross-section of automotive enthusiasts in the entire world!"

We all agreed on both counts. So that's why we're now asking you—merely out of curiosity—what do you think is the best car in the world, of all time? You can name any car you want, provided it was a production car, or that production of the car was seriously contemplated. If it was a dream that never quite got past the drawing board, or if only one car was built, please don't use that as your selection. You can dig back as far as you want into history—automotive history, that is.

We're going to tabulate the results, so that you can see if you agree with the majority of auto enthusiasts, or if you stand alone. For the 10 best explanations of why you think the car you selected is the best, we're giving away \$25 Savings Bonds. Here's the chance you've been waiting for—the chance to voice your opinion and get paid for it.

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By Bob Hoepfner

LIFE-TIME BATTERY

A comparison test shows that this new battery out-performs two others which come as stock equipment with 1953 cars



MT Research testers Bob Hoepfner and Fred Bodley make comparison check of new Life-Time battery with two other batteries used in two leading cars of the low-price field. Life-Time puts out 150 amps

WHETHER YOU ARE the proud owner of a new Ferrari or just some form of transportation for getting to work, there is an item in the upkeep of your car that you can't escape.

In approximately 18 months to two years of service, regardless of the loving care you may bestow upon it, your battery is going to give up and die, requiring replacement. Any life span over the pro rata guarantee period can be considered exceptional by performance standards of most batteries on the market today.

This is the first time, to our knowledge, that a battery manufacturer has offered a six-year written guarantee with the first year unconditional. Three months is the usual time for the unconditional guarantee, and the pro rata period is usually from 18 months to two years. The advanced design of the Life-Time battery is the result of years of research in the development of so-called "neutronic" plates, which are responsible for its unprecedented life expectancy. They have remarkable recuperative characteristics.

As a measure of comparison, we tested two new heavy-duty batteries, of the same make used in two of the leading cars of the low-price field. One battery was rated at 100-ampere-hour capacity, the other at 115, and the Life-Time at 150. All three batteries required a slight charge to bring them up to their recommended specific gravity reading before tests were conducted with a rebuilt engine at the MOTOR TREND laboratory.

Each battery in turn was connected to the engine and the switch held closed until the starter would not turn the flywheel. A one-minute rest period was given and the switch closed again until the engine would not turn over. This procedure was repeated until the starter would not turn the engine at all.

On the initial run the Life-Time battery turned the engine for a total time of four minutes and 25 seconds and at a cranking speed approximately 25 per cent faster than either Battery A, which ran one minute and 36.5 seconds, or Battery B, which ran for one minute, 22.5 seconds. This time was made up of comparable trials, or cycles: Life-Time, 43; Battery A, 37; and B, 38. All were allowed to stand without charging overnight; the following morning the test procedure was resumed on the tight engine. The Life-Time completed 20 cycles; A, 14 cycles; and B, 12 cycles. A load of 300 amperes was then put on each for a period of 15 seconds and the voltage drop noted. The Life-Time dropped to four volts, A to 3.5 volts, and B to 3.2 volts.

The batteries were given a five-minute rest period, and each in turn was installed in a Mercury with considerable miles. Each battery would start the loose engine; but as soon as it started, the ignition was turned off and the starter button held in until the engine ceased turning. The Life-Time again proved its greater output, being able to turn the engine for one minute and 22 seconds, compared to 39 seconds for A and 37.9 for B.

This was a comparatively rugged test for any battery, and MT Research feels that it did prove the manufacturer's claim of great output and recuperative properties. The Life-Time outperformed the others in every respect and by a comfortable margin.

While it was not feasible for MOTOR TREND to determine the actual life of the Life-Time battery in normal operation, the showing it made in our tests indicates superior durability.

Competitively priced at \$24.95 for six-volt and \$29.95 for 12-volt systems, with its six-year guarantee the Life-Time battery appears to be an outstanding value, particularly if one considers the inconvenience and service costs of battery failure. It is available from Consolidated Engineers, 10407 W. Washington Blvd., Culver City, Calif.

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water/alcohol injection
system on your car

An MT Research Report
By Bob Hoepfner

THE PRESENT TREND toward higher horsepower with the introduction of each year's new models has brought with it a steady rise in compression ratios. This has made the use of premium gasoline almost mandatory. Even in those engines advertised as giving satisfactory performance on regular fuel, premium gas may have to be used when combustion chamber deposits accumulate.

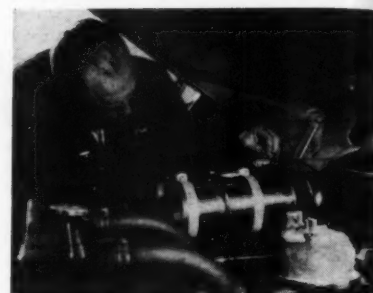
Octane requirements will vary considerably according to operating conditions. At constant speeds of approximately 40-50 mph on reasonably level roads, most automobile engines will operate satisfactorily with a fuel of 50-60 octane. A fuel of much higher rating will be required when the engine is working hard, as in accelerating, hillclimbing, or near full-throttle.

An injection unit that will supply the extra anti-knock requirement under controlled conditions will enable the engine to operate for the majority of time on a fuel of low octane rating. The Octa-Gane injector is such a unit. In tests conducted by MT Research, the test car (a 1949 Mercury) gave better performance with Octa-Gane and standard gasoline than with premium gasoline alone.

Installation of the Octa-Gane injector requires approximately two hours' time with the detailed instructions supplied.

Operation of the unit is controlled by intake manifold vacuum and exhaust manifold pressure. The supply tank is mildly pressurized because of the line from the exhaust manifold. Actual injection takes place after the intake manifold vacuum drops to a point that allows the spring-loaded diaphragm to uncover the vacuum port. Exhaust pressure supplies the additional boost required during periods when the intake manifold vacuum is low.

Acceleration and hillclimb tests were conducted, using four operating conditions for comparison. These were: premium gasoline with and without injection, and standard gas with and without injection; various spark settings were tried, using the maximum advance obtainable on premium fuel without knock (when the injector was not in use) as a standard from which to work.



Amount of mixture injected can be easily controlled by adjusting the screw on unit

In our tests we used a three-to-one blend of alcohol and water, figuring that this would give an adequate amount of anti-knock quality to the injecting fluid. Subsequent tests proved this mixture to be more than adequate; a change to a one-to-one proportion or even to a mixture containing more water than alcohol may give the engine adequate performance. Using the three-to-one ratio, we found ignition could be advanced beyond the point of maximum performance with little detonation, so care had to be used in not advancing the spark setting too far.

In the 0-60 mph acceleration tests and in the hillclimbs with the Octa-Gane installation, we found no advantage in using premium gasoline. Actually, the best times in both categories were made using standard fuel with Octa-Gane injection at a spark setting three degrees in advance of standard.

From an economic standpoint, addition of the unit to your car is not advantageous since alcohol costs approximately \$1.00 per gallon and, at a 50-50 ratio, the Octa-Gane solution would cost 50¢ per tankful. A tankful of solution usually lasts from 100 to 200 miles; with easy highway driving, you may get more mileage. From this, installation of the unit would be wise only when the car owner wanted to eliminate ping, not solely because he wanted to use regular grade gasoline.

The Octa-Gane "50" injector is available from Newhouse Automotive Industries, 5805 E. Beverly Blvd., Los Angeles 22, Calif. It costs \$27.45 for single carburetor installations (dual setups are only \$1.85 more). Detailed instructions for operation are included.

0-60 ACCELERATION IN SECONDS

	Without Octa-Gane	With Octa-Gane
	Avg. (2 runs)	Avg. (2 runs)
Regular	18.1	17.2
Premium	17.3	17.1
HIGH-GEAR HILLCLIMB 7½-8% GRADE		
Regular	46.9	45.0
Premium	46.0	45.8
OVERDRIVE HILLCLIMBS 7½-8% GRADE		
Regular	54.8	52.8
Premium	54.0	53.9

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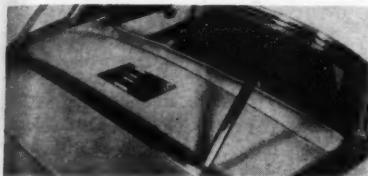
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TRENDS IN PRODUCTS

AERO-TONE MFG. CO. in Detroit announces a new rear seat radio speaker which can be installed at home by nearly any mechanically minded motorist. Included in the kit are an adaptor and simple wiring harness which plugs into the set already installed in the car. Time to install: less than an hour. The speaker is equipped with a three-way switch



permitting playing either front or rear speaker, or operating both together. The 4 x 6-inch speaker sells for \$9.95; the 6 x 9-inch sells for \$13.95. Order from Aero-Tone Mfg. Co., 4836 Joy Rd., Detroit 4, Mich.

NEW SMOOTHYLITE designed to replace tail-light unit on 1952 and 1953 Ford is now available. This unit consists of a 5/4-inch bullet-type extension that screws into tail-light section. Complete unit with lens and chrome decorating ring can be installed in a maximum of 10 minutes. Constructed of heavy gauge steel suitable for "frenching." Complete unit retails for \$8.95 pair. Manufactured by Wall Metal Spinning Works, 3443 E. Olympic Blvd., Los Angeles 23, Calif. Distributed by Newhouse Automotive Industries, 5805 Beverly Blvd., Dept. 20, Los Angeles 22, Calif.

CONTINENTAL LOUVERS, a new accessory for all cars, are now offered for sale. They are heavy chrome triple plate and are made from 20-gauge body steel. Simply installed with concealed fasteners, they can easily be made functional. Three types are available: *Torrey Pines*, consisting of four 5 x 8 chrome louver panels @ \$9.95; *Ascot*, consisting of two 5 x 21 chrome panels @ \$10.95; and the *Le Mans*, which has two 5 x 8, and two 5 x 21 panels @ \$12.95. They may be obtained from Reuter Sales & Service, 2801 W. Slauson Blvd., Los Angeles 43, Calif.

GLASSPAR COMPANY of Santa Ana, Calif., announces its latest contribution to the automotive field with its new Fiberglass detachable top for MG TD sports cars. The MG hardtop weighs only 23 pounds and is designed to permit use of factory side curtains and the alternate use of the regular

factory top if desired. The top may be ordered direct from the factory or your MG dealer ready for painting for only \$185. Glasspar's address: 19101 Newport Ave., Santa Ana, Calif.

FIRST it was wire wheels, then wire wheel hub caps. Now it's a cover that resembles a spoked wheel, a spoked wheel with a new look! Designed to help cool wheel stampings and brake drums, the new caps give a three-dimensional beauty to wheels. Caps fit all 15- and 16-inch wheels, priced at \$25 for a set of four. Send orders to the Calnevar Company, 1732 W. Washington Blvd., Los Angeles 17, Calif.

THE LIFETIME Permanent Oil Filter is considered an improvement in oil filtration, completely eliminating cartridge replacements. Its cone-shaped element is made of porous bronze which removes foreign particles as small as one micron (39 millionths of an inch). Waterproof and warp-proof, it is not affected by engine temperature or crankcase dilution. Easily installed, Lifetime fits all cars and trucks and is renewed by simply rinsing the element in gasoline. The manufacturer guarantees Lifetime filters unconditionally for 10 years. Bronze element and necessary parts for converting conventional filters \$6.95. Complete Lifetime Oil Filter for all cars except those with full-flow systems (includes case and mounting bracket) \$12.95. May be ordered from Engine Products Mfg. Co., 5801 E. Beverly Blvd., Los Angeles 22, Calif.

CHIP-GARDS are Krome-on-plastic strips that fit on the edge of your car door, protecting the paint from being chipped when the door is opened in tight quarters. The guards are snapped on and fit any car. Chip-Gards are also available in red, green, black, clear,



and metallic at \$1.50 per set. Chromium-finished guards sell for \$2.50 prepaid (tax included). Purchase from Chip-Gards, Box 593, Briggs Station, Los Angeles 48, Calif.

KWIK-KLIP is a mechanic's aid. It gives positive gasket alignment and holds gasket securely in place while placing and installing oil pan or side covers. It stops the necessity of time-wasting strings, grease, or a bonding agent. Kwik-Klip gasket retainers are sold by the gross (12 cards, 12 Kwik-Klips per card) for \$2.00 by Kwik-Klip Mfg. Co., 8762 Holloway Dr., Los Angeles 46, Calif.



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Mexico and the Motor Age

(Continued from page 37)

"sports" cars. A lot of them set out to make their own, from what they had at hand. Sometimes this has included a complete redoing, including full custom body. More often, it has only involved hopping up the engine. Whether the result, in many cases, is exactly a sports car by strict definition is dubious, but the spirit is obviously present. The boys look on them as sports cars, and drive them for sport. There are not a great many hot rods, suitable components being extremely scarce, and there are no separate hot rod competitions.

Aside from ANA, which corresponds to the AAA and handles all professional racing, motor sportsmen are represented in Mexico City by two clubs, both only a year old. CAM has older members, fancier cars, and more money. But RODA, started as a consolation organization by CAM's younger brothers, has been the more ac-

tive, having held five full-scale meets. Particularly successful was the Rally Arroyo, held on the fields of an old hacienda, and a hillclimb up snow-covered Mount Popocatepetl, an extinct volcano.

RODA started with 100 members, now has 35, expects to have more soon. It is bustling with plans, which include a 500-mile rally through the central portion of the country. The club's dream project is an annual 12-hour race in Mexico City's Chapultepec Park, a sort of Mexican Le Mans.

Mexico, Johnny-Come-Lately in the motor age, is in now with both feet and having a fine time. But from the Pan-American Highway, within sight of the skyscrapers of Mexico City, peasants may be seen hilling corn with a stick. Four hundred years ago and day-after-tomorrow are next-door neighbors in this country.

The Ford comes, but the oxen stays. The burro may still force the Ferrari off the road. Nothing ever disappears in Mexico, they say. The new just joins the old to make a more savory stew.

—Don Pope

NEW CAR OWNER QUESTIONNAIRE

Will you help us to improve our reports on different makes of cars, and to analyze dealer service throughout the nation? MOTOR TREND has received hundreds of letters applauding or criticizing every make of car manufactured in the U.S., from virtually every angle. Prominent among these letters have been those in which the main beef was service.

There are those who maintain that "they just don't build cars the way they used to," that materials are poor and the cars hurry down the line so fast that they can't be put together properly. Others recall the "good old days" with no regrets and say that our new cars are so satisfactory, so durable and long-lasting that we have come to expect utter perfection.

When we don't get it, they say, we cry that all is lost instead of counting our blessings.

What matters to the owner of a shiny new car, though, is how his experience compares with that of other cars of the same make, and how it stands up against those he might have bought. It is an analysis of the last two points that we hope to compile when we receive your filled-in form at the bottom of this page.

The editors, of course, will welcome a letter of further explanation if you have the time to include one with your questionnaire. But please fill in the blanks completely. Thousands of duplicate forms will give us—and you—the objective answers car owners need.

1. Have you bought a new car in the last several years? Yes..... No.....
2. What make?..... Model and body type?.....
3. Does the dealer handle more than one make? Yes..... No.....
4. In what condition was the car when you took delivery? Good..... Fair..... Poor.....
5. Did you call any faults to the dealer's attention? Yes..... No.....
6. Did he correct them? Yes..... No..... Agreeably..... Grudgingly.....
7. Did you have any service troubles under the guarantee period? Yes..... No.....
8. Were they corrected? Yes..... No..... At extra charge to you?..... At no charge?.....
9. Was there any change in attitude after you bought the car? Yes..... No.....
10. Was there any change in attitude after the guarantee period was up? Yes..... No.....
11. Have you received service as satisfactory as you expected? Yes..... No.....
12. Has the service been on a par with that of any other make? Better..... Same..... Worse.....
13. How many miles on your car?.....
14. On the basis of treatment received, would you buy the same make again? Yes..... Maybe..... No..... Yes, from another dealer.....

Clip out and mail to: New Car Editor, MOTOR TREND, 5959 Hollywood Blvd., Los Angeles 28, Calif.

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From the laboratories of the big oil companies:
(new racing fuel mixtures... ways to get premium performance from regular gas... how to drive 15,000 miles safely without changing oil... dozen of other secrets)

From Watkins Glen, Bonneville, Indianapolis:
(quick tune-up methods used in the pits... how to resurface cylinder walls without removing one part from your engine... winning drivers' techniques... simple trick to get equivalent of 15 extra horsepower... many other tips)

From the speed shops of Southern California:
(step-by-step diagrams and explanation of valve timing, cam grinding, porting, relieving, milling, filling, ram blowers... how one simple adjustment with a wrench can increase firing power of plugs... everything from simple screwdriver speed & power tuning to full house mills... how to make a water injection system for less than \$1)

From custom body builders:
(pictures of famous European and American sports cars, ideas for custom work you can do yourself... simplifies channeling, chopping, lowering; tells how to make your own Carson top)

This amazing book—the Newhouse 1953 Speed, Power and Economy Manual—is a one-volume automotive encyclopedia that took more than 3½ years of extensive research to produce. The authors are active in automobile racing and design (the Newhouse Special set a 194.34 mph record in 1952 at Bonneville).

Although this book is referred to by mechanics who rework stock engines to deliver speeds of 160-200 mph, it is so easy to understand that owners of ordinary cars—some of whom have never held a screwdriver before—have learned how to get more speed and power and save up to \$275 a year. In fact, it is guaranteed to help you save up to 33% on gas... 80% on oil... 65% of repair bills... and show you how to get \$300 more for your car when you sell it. Everything is explained in non-technical language—pictures tell the story.

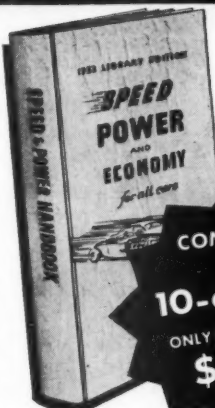
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